



GETTING YOUR JOB SEARCH STARTED

ABSTRACT

Job hunting, job seeking, or job searching is the act of looking for employment, due to unemployment, discontent with a current position, or a desire for a better position. The immediate goal of job seeking is usually to obtain a job interview with an employer which may lead to getting hired.

McAndersen International Limited



Career Development Series

Getting Your Job Search Started

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How to Use This Guide

This Self-Study Guide is designed and laid out in a way that will guide student learning much in the same way that an instructor would. This workbook is comprised of modules called *Sessions*. Each Session focuses on a major concept in the course.

In each *Session*, we have included short-answer and (in some instances) multiple-choice questions which relate directly to the session material. Throughout the guide, you can take the opportunity to internalize what you have learned by completing various self-reflection exercises.

Session One: Course Overview

Course Overview

While looking for work can be an exciting time, it can also involve fear and discomfort about change and the unknown. Whether you are already in the midst of a job search or just thinking about it, this course will help you to determine what your skill set is made up of, the kind of work that is important and realistic to include in your search, and how to get started.

Today's job market is not the same as it was even five years ago. Knowing where to go, who to talk to, and the opportunities that are available will help to shift you from someone who dreams about having a job, to someone who has the job they always wanted.

Learning Objectives

After you complete this course, you will be able to:

- Describe your skills, values, and beliefs about work and looking for opportunities.
- Demonstrate an understanding for the types of work available to you and where to go for more information.
- Recognize the differences and benefits available through career coaches, counselors, and mentors.
- Apply different approaches to job searching, such as networking and tapping into the hidden job market.

Why did you take this course? Use this opportunity to consider your personal learning objectives and reasons for taking this course.

Pre-Assignment

Your resume is a tool to help you get your foot in the door when you are trying to make contact with a potential employer. Along with a cover letter, it explains the benefits that you bring to a particular organization. Since your resume acts like a key that opens a door, it is important that you have a resume for every job you apply to, even if you have never used one before.

In this introductory course, we are not actually writing resumes (that comes a little later), but you will need to have information about the kind of work you have done in the past with you in order to get the most out of the course. This worksheet will help you to gather the information that you might need for your resume. Fill it out so that you can refer to it during the course. If you have a copy of your most recent resume, gather that as well. (You do not need to fill in sections of the worksheet that are already described in your resume.)

Personal Information

Name: _____

Street Address: _____

City and Province/State: _____

Postal/ZIP Code: _____

Daytime Telephone Number: _____

Education

Highest grade completed:

Type of diploma:

Trade/Vocational Training Completed

Name of School	City and State	Program Completed	Year Completed

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College Training Completed

Name of School	City and State	Program Completed	Year Completed

University Degree(s) Completed

Name of School	City and State	Program Completed	Year Completed

Additional Education/Professional Development

List items within the last five years and/or still current. Examples: first aid courses with expiry dates; safety courses; short courses like seminars and workshops or courses specific to work; and equipment training such as forklift, ATV, large equipment, etc.

Additional Information
Professional Affiliations

Current Class of Driver’s License (if you use a vehicle for work)

Work History

For each place of work, include the following information. (The previous ten years is the most relevant, so you do not need to include work before that time unless it is important to your current job targets.) You can attach an extra sheet if needed.

Organization #1

Job title: _____

Company name, city, and province/state: _____

Dates of employment (month/year) From: _____ to: _____

Reason that you left: _____

*This does NOT go on the resume, but helps you design a good document.

Projects/special assignments that you were a part of:

(This works well if you have numbers. For example, “Created a database that successfully registered 1500 students for a school that previously had a manual system;” “Increased sales by 35% in nine months;” “Maintained vehicles on schedule 100% of the time,” etc.)

Main job duties (describe with action words) in point form:

Organization #2

Job title: _____

Company name, city, and province/state: _____

Dates of employment (month/year) from: _____ to: _____

Reason that you left: _____

*This does NOT go on the resume, but helps you design a good document.

Projects/special assignments that you were a part of:

(This works well if you have numbers. For example, "Created a database that successfully registered 1500 students for a school that previously had a manual system;" "Increased sales by 35% in nine months;" "Maintained vehicles on schedule 100% of the time," etc.)

Main job duties (describe with action words) in point form:

Organization #3

Job title: _____

Company name, city, and province/state: _____

Dates of employment (month/year) from: _____ to: _____

Reason that you left: _____

*This does NOT go on the resume, but helps you design a good document.

Projects/special assignments that you were a part of:

(This works well if you have numbers. For example, “Created a database that successfully registered 1500 students for a school that previously had a manual system;” “Increased sales by 35% in nine months;” “Maintained vehicles on schedule 100% of the time,” etc.)

Main job duties (describe with action words) in point form:

Session Two: Change and Transitions

Looking for a new job means there are changes coming for you. Some of these are exciting, while others may be a little daunting. How are you feeling about the future, your next job, and the opportunities that are there for you?

In this session, you'll learn about change, transitions, and the clear phases of change you are about to undertake.

Managing Change

Finding a new job is about making changes and handling transitions, which we can manage very well when we are prepared. Change is a part of life, and changing jobs is a part of the world of work in many ways.

What is Change?

Change is anything that moves you outside of your comfort zone. Depending on your point of view, change can be for the better (graduating school and looking for that first big opportunity) or the worse (fired from work and feeling terrible about it). It can also fall somewhere in between, where we accept that there can be some interesting, exciting, or challenging things coming in the days and weeks ahead.

Everyone's adjustment period to change is unique. It is easiest for those who are flexible in their approach in different circumstances at life and work, but can be devastating for people who are unable to let go. Change can be awkward at first, but like being propelled into a steep turn on a roller coaster, it can also be exhilarating. It can motivate you to do your absolute best. During change, time can seem to move very slowly for the reluctant, but it can be a whirlwind for those who are ready for it.

Change is needed if we are unhappy with where we are, when old practices or processes no longer work, or when a job no longer exists. It can be like pulling a new sweater on over your head; for a moment you cannot see, but you know you will feel warm and comfortable once you can get your head out of the hole.

Five Aspects of Change

- It is about doing something we are not used to doing.
- It often leads us to think about what we have to give up, instead of what we could gain.
- Although some of us might be happy to greet the change, for many it can be overwhelming.
- If the pressure to change is lessened, people will quite quickly and naturally revert to their previous behaviors.
- Sometimes change makes people focus on the need for new resources (such as the need for more materials, training, people) when their needs can actually be met with what is already there.

Myths About Change

It always comes with resistance or conflict.

Not always. Although we hear lots about resistance, we hear little when change happens smoothly. Things are changing continually around us, and we do not always hear grumbling.

Every aspect of the change must be planned ahead of time.

We do have to plan for significant change, and that planning should include many things so that work and the needs of our employees are respected. For example, if electricians need to be brought in and the power will be shut off for a period of time, people need to know when their equipment will be unavailable. It is difficult, however, to plan for people's reactions, so that aspect cannot always be anticipated.

No one will embrace it.

That is unlikely when the rationale for the change is explained and understood. When they are looking (or even thinking about looking) for a new job, plenty of people are genuinely excited about the potential for change.

Someone else is responsible for it.

That you are here today means that you are taking responsibility for a job change. You may feel that because a job search agency, your boss, or a parent sent you, that they are responsible for it. But you are the only person ultimately responsible for your life, so this workshop and what you get out of it, and the job that you undertake, are your responsibility.

Making Connections

Think about your circumstances around looking for work right now and how you feel about it. For example, are you excited about a new job in the same field? Looking forward to a new job in a new field? Indifferent, but must find a job? Angry at having lost a job?

Who are the people in your support network that are able to help you as you go through these changes?

On the Bridge

Change is a simple word, but a complex topic. Different models of change have evolved over time to reflect the need to pay more attention to the process of transition and the changes in attitude that take place, as opposed to solely focusing on the changes desired.

Understanding the Transition

William Bridges is a highly respected authority on change in the workplace. He says that many change initiatives are set up to fail because they are “change heavy and transition light.” In order to make your job search successful, let’s focus on the transition aspect for a few moments.

Making Connections

Give two examples of change.

Describe transition.

Transition Phases

Ending

Endings can be described as the adjustment to not doing something in a familiar way. We have to let go of something that is well known, even dependable.

Change is often viewed as a loss, even negative. An ending is a loss in that context. It means letting go of something, and the need to grasp onto something else. Failure to prepare for the loss is one of the largest difficulties for people in transition.

Neutral Zone

Here we are in a sort of waiting period, hanging in mid-air, without access to what we did in the past and no instruction about the future.

There is a strong need for support at this stage. Many transitions unleash powerful conflicting forces in people, and support is required to make it through the transition period and successfully implement the change. Western culture avoids neutral zones. We look at them like a busy street that must be crossed as quickly as possible. However, it is important to take the time to complete endings (a grieving period) and integrate new patterns. Most organizations and many people skip the transition and jump into new beginnings.

New Beginning

Here we embrace the little known or even unknowable, and start over. This is the new job, where we are now moving into something completely new.

Failure to deal with these phases means that lasting change will not take place. In the job context, that can mean we start to “job hop” or never really engage in the place we now find ourselves working.

Making Connections

What can you do to help yourself and others to manage a transition like a job search?

During the Ending, I can...

During the Neutral Zone, I can...

During the Beginning, I can...

About Job Loss

Losing your job can be a devastating change. When you lose your job, the Endings stage could include:

- Losing regular income
- Losing touch with colleagues and friends
- Not having somewhere to be every day
- Having to change future plans
- Having to change the way that you apply your knowledge, skills, and talents

What is the different between “change” and “transition?”

Session Three: The Important Stuff

Finding work that is satisfying means that we need work that we can relate to. Sure, lots of jobs will pay the bills and get us through a tough economic period, but we get engaged when our work is meaningful to us.

In this session, you'll explore your values and how understanding them in a way that you can talk about them will help you in your job search.

Values Check

The Importance of Values

Values exist at your very core. Understanding what you value means that you can target the right companies for the right job. When our values are inconsistent with those of a workplace, we disengage from the work and leave it, either physically or emotionally.

Do you know the things that are important to you? People often do, although they may struggle with putting their values into words. This exercise will help you to define what is important to you in terms of work, and help you to decide what kinds of jobs you will look for or companies that you will consider.

Your values are extremely important to you. It's important to match your values with those of your work. For example, if one of your values is about being paid what you are worth and you work somewhere that pays everyone the same wage no matter how much work they do, your values don't match those of the organization. In this case, there may not be a big problem initially, but over time, if you observe that people are getting paid the same as you without seeming to work as hard, you may become cynical. On the other hand, if you value the idea that teamwork and the efforts of the team combine to make the company do well, you may not have any difficulty with having everyone paid the same wage.

Identifying Your Values

The list below includes some commonly held values, and there are extra spaces at the end to add values that are important to you. Read each statement and then rank each value according to the following:

1. Not important
2. Quite important
3. Very important

	Abundance: Making enough money to live very comfortably.
	Achievement: Accomplishing goals, either short or long term.
	Adventure: Have work duties or hobbies which involve frequent risk taking.
	Aesthetics: Studying or appreciating the beauty of things, ideas, etc.
	Affiliations: Be recognized as a member of a particular organization or department.
	Artistic Creativity: Engage in creative work in any of several art forms.
	Change and Variety: Have work responsibilities that change often.
	Community: Live and work in a town/city where I can get involved in local programs and issues.
	Competition: Working with and against others where there are clear win/lose outcomes.
	Creativity (General): Create new ideas, programs, organizational structures, or anything else not following a format previously developed by others.
	Fast Pace: A high pace of activity; things must be done rapidly.
	Friendships: Develop close relationships with people as a result of my activities.
	Help Society: Do something to improve the world I live in.
	Independence: Be able to determine the nature of my actions without significant direction from others; not have to do what others tell me to.
	Influence People: Change attitudes or opinions of other people or alter their behavior.

	Intellectual Status: Be regarded as a person of high intellectual prowess or as one who is an acknowledged expert in a given field of knowledge.
	Knowledge and Learning: Engage myself in the pursuit of knowledge, truth, and understanding.
	Location: Find a place to live (town or geographical area) that is conducive to my lifestyle and affords me the opportunity to do the things I enjoy most.
	Make Decisions: Have the power to decide courses of action, policies, etc.
	Maximum Use of Abilities: Being able to apply as many of the things that I know as possible.
	Moral Contribution: Make a significant contribution through moral standards that I feel are very important.
	Physical Challenge: Have a job or hobbies that makes physical demands that I would find rewarding.
	Precision Work: Work in situations where there is very little tolerance for error.
	Public Contacts: Have a lot of day-to-day contact with people.
	Security: Be assured of keeping my job and a reasonable financial reward.
	Stability: Have a routine that is largely predictable and not likely to change over a long period of time.
	Supervising or Managing Others: Influencing the work activities or some aspect of the outcomes produced by other people.
	Time for Self and Family: Establishing balance between work and other interests and relationships.
	Work Alone: Do projects by myself without any significant amount of contact with others.
	Work Under Pressure: Work with deadlines and/or where quality of my work is evaluated critically by superiors, customers, or others.
	Work with Others: Have close working relationships with groups; work as integral part of a team working toward common goals.

Top Values

When you have finished going through the list, pick out no more than five of the values that you marked as very important ones and circle them. Make sure there are no more than five. Those five top values should be an accurate reflection of your core values, the things that you are most focused on, which influence your decisions and the things that you do. These five core values are important to keep in mind as you go through your job search.

Write them here:

Values Defined

Are Your Values Fulfilled?

Think about your current (or last) job for a moment. Of your top five core values in the previous section, how many of them were fulfilled by that job? Your answer may give you a very important insight if you ever felt unsettled or dissatisfied with that job.

Value	Fulfilled by Last/Current Job?

Making Connections

Still thinking about your core values, complete the following statements. You may not have five factors for each statement, and there are no right and wrong answers, so include the things that feel right for you.

I work because:

I want the following things out of my work:

Session Four: Skill and Ability

I cannot do everything that interests me, although I can certainly learn about anything that I want. Some things are simply beyond my capacity to learn or manage physically, because of my skills and abilities.

In this session, you'll get honest about the things that you do well. We'll also look at the pre-assignment.

The Things You Do Well

There are many different ways that we can measure and talk about our knowledge, skills, and abilities. Abilities and skills are things that you do well. You know what you do well because of your experience in school, previous work, hobbies, and so on. The things that we know and do well are the easiest to transfer into a new job.

Identifying Your Skills

Reviewing your resume (or the worksheet that you completed as your pre-assignment) can help you move through this activity. This exercise is intended to help you narrow down the things that you do well. If you are having trouble, pull out the copy of your resume that you brought with you as a part of your pre-assignment. It should list tasks or skills for a particular job that you've done.

For the purposes of this exercise, we'll group skills into several areas. Review the options below and then circle the areas that you are skilled in. We have left some blank space for you to add your own areas.

<p>Artistic/Creative</p> <p>Drawing, decorating, designing, painting, sculpting, singing, playing musical instruments, dancing, writing music</p>	<p>Leadership</p> <p>Leading activities, motivating, having others look to you for guidance or support, providing feedback</p>	<p>Manual</p> <p>Working with your hands, being physically active throughout the day, installing equipment</p>
<p>Clerical</p> <p>Operating office equipment, keeping records, keyboarding, reception</p>	<p>Mathematical</p> <p>Solving difficult math problems, understanding arithmetic, reasoning</p>	<p>Mechanical</p> <p>Working with machines, tools, repairing things or understanding how things work</p>
<p>Language</p> <p>Writing, speaking, using correct grammar</p>	<p>Persuasive</p> <p>Influencing, selling, talking easily with people</p>	<p>Scientific</p> <p>Doing lab experiments and understanding scientific principles, engineering, programming computers</p>
<p>Social</p> <p>Working well with people; helping people and/or society</p>	<p>Spatial</p> <p>Seeing differences in size, form, and shape; visualizing relationships</p>	<p>Teaching</p> <p>Helping others learn, demonstrating, coaching, speaking</p>

Describe your top five to ten skills here:

Pre-Assignment Review

Look at the resume that you gathered and/or the worksheet you completed as part of the pre-assignment. What skills are listed there that you can add to the previous section?

In terms of searching for a job, it is fair to say that some skills you developed years ago may no longer be current. If you have not used certain skills within the past two years, consider crossing them off of your list. Be open to the fact that some skills, although we may not use them regularly, are pretty easy to remember (like riding a bicycle), while others (like using certain software), change very rapidly. Although we may remember what we did, we may no longer be as skilled as we once were.

Session Five: Vocation and Strategy

When I was young, I thought it would be wonderful to be a teacher, or a writer, maybe an architect, and then a carpenter. There are so many interesting things to do, explore, and learn about!

In this session, you'll consider the idea of vocation and job satisfaction, and see if there is something that you are called to do.

What Does Vocation Mean?

“Vocation” is the word we use to describe a calling or work that you are called to do. It used to be frequently used in terms of religious work (i.e., called to the church), but really applies to anyone who works within his or her purpose. Working within your vocation means it is much more likely that you enjoy the work that you do. Work satisfaction is important as you look in terms of the next job that you want to do.

Your vocation, or purpose, is something that is a theme for your entire life, not just work. It is the type of service that you are here to provide; the aspects of life that you will serve, protect, or heal. That may sound vague, so let's flesh it out a little.

Your purpose is present in every area of your life. It is:

- Fun
- Absorbing
- Energizing
- Fulfilling
- Something that fits you absolutely

You know you are living your purpose when:

- You like getting up in the morning (or at least most mornings!)
- You can see the contributions that you are making through work
- Your income meets your needs and goals
- Your relationships are satisfying
- You feel healthy and energetic
- You feel good about yourself

Five Clues to Your Authentic Work Preferences

Think of the things you love to do when you have spare time. What are they?

What parts of your present job (or things you do regularly) do you particularly like?

What are your ten greatest successes in your eyes? (These are not necessarily the same accomplishments that other people might pick for you.)

Is there a cause, value, or skill that you feel very passionate about?

What would you be doing right now if you knew you could not fail?

Job Satisfaction Survey

Sometimes we take a job to fill a short-term need or without much planning, and then we work there for a while, or even 20 years, before thinking that this was not what we had planned for the rest of our careers. Other people seem to love their jobs no matter what they do. Then, there are people who seem to hate every job no matter what they do.

Job Satisfaction Survey

This exercise will give you some insight about where you are at today, and how much you could like your next job if you approach your search with a strategy in mind. Indicate how you feel about each item in the following list, where:

1. Strongly disagree
2. Agree some of the time
3. Agree strongly

	I like my current job (or the most recent one if you are currently not working).
	I know the direction I want my career to take.
	I can easily set my own goals.
	I usually reach the goals I set.
	I think of myself as a successful individual.
	I know my values and what needs my job should fulfill.
	I enjoy most of the tasks about my current (or most recent) job.
	My self-esteem is very healthy.
	I am excited about changing jobs.
	I look at change as something positive.
	My job (or most recent job) lets me be myself at work.
	I know the signs for when I need to change jobs.
	I make friends at work.
	I am a good friend or co-worker to the people I work with.

	I am doing the type of work that I want to be doing.
	TOTAL

Add up the scores. There are 15 statements, so your score should range between 15 and 45.

Scoring

If you scored **40 or higher**, you are probably pretty satisfied at your current, or most recent, job. You can also probably adjust to a new work situation fairly easily because you target work that meets your purpose and values.

If you scored between **25 and 39**, you are somewhat satisfied with your most recent or last job, but not supercharged about it. You will need to do some internal work on achieving satisfaction about work – your contributions, your reactions, and your satisfaction at being someone who works. This can be helped along by doing work that meets your purpose and values.

If you scored **below 24**, your satisfaction level is very low. Doing exercises like the ones in this course may help, but you could also consider other supports that will help you to find work and design a life that really reflects the things that you believe in and the type of work that is very important to you. Doing reading in the self-development area and working with a personal coach are both good ways to help you figure out what you want as well as uncover things that make you happy.

Session Six: Resources

Part of your job in finding a job is going to include donning an investigator's hat and finding the resources that you need in order to secure work. Have you started looking already? Do you know where to start?

In this session, you'll learn about where to look, what you need, and how to find it. Don't forget to ask people you know for help!

Checking Out the Jobs

There are many places to go to find out what is happening in the workplace, and what jobs are opening up or leaving the marketplace. Learn your local labor market in order to make the most of it. Determine who your most capable resources are. Understand the differences and similarities between coaches, consultants, mentors, and counselors.

Write down as many different job titles as you can in 60 seconds.

Resource Room

Identifying Resources

When you first get started on a job search, all kinds of information will reveal itself to you. But where do you really need to go?

If you consider that there are more than 20,000 job titles listed in the comprehensive resource lists that exist today, it can seem like a huge job to try to decide what we might do for a living. In addition, there are jobs that drop off the list each year (become redundant) and new ones are added. That is why we spent some time during this course talking about what is important to us and what our values are, as well as what makes us happy while we work. Sometimes we can undertake this whole job search thing on our own quite easily, and other times, we need some help.

For comprehensive information about job information in your area, we suggest that you do an Internet search, and, in addition to your country or region, use search terms such as:

- Occupational profiles
- Job profiles
- Labor market information
- Job futures
- Occupational assessments
- Job interest profiles

Getting Help

We are surrounded today by references to career oriented helpers, including coaches, counselors, and practitioners. What does it all mean?

The specific person that you seek to help you, if you need someone, will depend on your situation, your location, who is available, and what you can afford. Depending on the nature of your situation, you may be able to access free services through your local government.

Career Development Professionals

This is the term officially recognized as the classification for people who help other people with work issues. Common job titles include Career Counselors, Career Coaches, Career Practitioners, Job Coaches, Vocational Consultants, Work Assessment Specialists, and Vocational Evaluators.

Career development professionals help clients of all ages:

- Make plans and decisions related to choosing a career direction.
- Select education and training programs.
- Balance work and other life roles.
- Navigate career transitions and stages.
- Enhance career satisfaction.
- Find employment or self-employment opportunities, write resumes, develop portfolios, and prepare for interviews.

Working with clients individually or in groups, career development professionals may:

- Help people develop a better appreciation of their unique characteristics and how those characteristics relate to career choices.
- Use various assessment tools to help clients identify their interests, values, beliefs, lifestyle preferences, aptitudes, and abilities, and relate them to the world of work.
- Help clients identify educational requirements and develop training plans.
- Facilitate career management and career decision-making workshops.
- Work with clients who have disabilities, language and cultural differences, or other special needs that affect their employment prospects.
- Help clients deal with barriers to achieving their career plans.
- Help employed clients plan career laddering within organizations, cope successfully with job dissatisfaction, or make occupational or job changes.
- Provide current labor market information to help clients make realistic occupational or employment decisions.
- Market clients to potential employers and help clients find job or work experience placements.
- Assist clients with implementing effective employment search strategies, writing resumes, and developing career portfolios and interview skills.
- Plan and implement career and employment-related programs.
- Refer clients to appropriate services to address their particular needs.
- Work co-operatively with community groups and agencies, businesses and other organizations involved in providing career planning resources.
- Use computers to write reports and proposals, and research information on the Internet.
- Perform related administrative tasks such as keeping records.

(Source: Government of Alberta, Occupational Profiles)

Career Development Professionals fall into three well-defined categories:

Career Counselor

A career counselor has the most training, usually a university Masters and sometimes a Ph.D. A career counselor is not a therapist and does not spend time delving into your past. Career counseling is not therapy. Career counselors are often qualified to offer different types of assessments to help you understand your strengths, goals, and action plan. In many regions, in

order to advertise as a “counselor,” they have to have completed advanced education in the field. You may find career counselors managing career-related programs, teaching college or certificate programs, and speaking at conferences, in addition to providing group and individual career counseling.

Career Development Practitioner (CDP)

These practitioners generally have at least two years of post-secondary education specifically in career development. They may specialize in a specific element of the job search (such as work placement for disabled adults) or have a broader skill level. They are often qualified to use some assessment and career development tools. They also set up and follow through on individual and group action plans. Career development practitioners may work independently, at community based job clinics, for companies that recruit continually, and so on.

Career Coach

A career coach has often completed a college or intensive qualification course. Coaches frequently work in several industries, not just careers, although they may take specialized training in the career area. Career coaches generally use the coaching system that they were trained with, and many of those organizations require that the certified coach take part in regular upgrading in order to maintain their certifications. This is becoming increasingly important since this is the only way the coaching profession is regulated.

Specialties

Other specialists are also emerging within the field. These include:

Resume Writers

While a resume writer may also be a career coach, this is not always the case. A resume writer specializes in creating individualized and targeted resumes (as do most skilled career counselors and career coaches). They may not, however, have additional expertise in the career development field that will support a job search.

Branding Specialists

This is a subset of career development for people who work on a complete package that includes consideration of one’s image during a job search and even within a career. They can incorporate branding in the career search as a way to help an individual stand out among other candidates, in the way that is similar to how Coca-Cola competes with Pepsi.

Session Seven: The Job Market

As our world evolves, the types of work that are available evolve too. Jobs exist today that were not even thought of ten years ago, and they will continue to change rapidly in the next several decades.

In this session, you'll learn what kind of action it takes to support a job search, and look at some less obvious elements.

Job Searching Means Action!

Job searching has changed over the years to reflect an actively moving labor market. That means that job seekers experiment with a range of approaches in order to find what works best with their targeted industry and employers.

One of the key elements to remember is that looking for work is an activity. This means that people who actively seek work find jobs. People who rely on passive approaches often spend a much longer time looking, and may never find what they really want.

Have you ever heard the phrase “pounding the pavement?” This refers to walking up and down the street (your feet literally pounding the pavement) to find a job. Although we have many more tools at our disposal today to conduct a job search, the essence of this phrase remains the same; in order to find a job, you must actively look. Finding a new job is a job in itself.

Around the world, many jobs are not advertised. Companies rely on word of mouth, look back over resumes submitted on previous jobs or unsolicited, they use headhunters and recruiting agencies, but they do not necessarily advertise in the papers or the Internet. These unadvertised jobs usually exist in much greater numbers than advertised positions, and make up what we call the hidden job market.

Unfortunately, this is the order of effort that most people dedicate to their job search:

- Help wanted ads
- Employment agencies
- Placement agencies
- Word of mouth
- Direct employer contact

On the other hand, this is the order of priority that employers use to look for candidates:

- Internal networks
- Job postings (detailed listings on their own websites or external sites)
- External networks
- Placement agencies
- Want ads

Networking

When you are ready to look for work, tell a friend and ask that friend to help you spread the word. That first friend tells two friends, who each tell two friends, and suddenly the network takes off. This ripple effect is why it is so important that you know what you want and what you offer. Already, you have seven people who know that you are looking for work, and what you want.

Leads are more likely to come to you from a friend of a friend, rather than through the first friend that you told. For example, a truck driver wants to drive for a new company, and mentions this to his friend. The friend knows the safety officer at a well-respected company, and mentions that he knows a driver looking for a new opportunity. The safety manager mentions it to the hiring manager, and away you go.

While you are networking, it is very important to stay positive. Use phrases like, “I am actively seeking a new opportunity,” to remind yourself that you are looking for something new and interesting. Do not get caught in a negativity trap and grumble or complain about your previous employers. No one wants to hire a negative or toxic person. Remember that you are relying on a network, so keep your contributions to the network upbeat and positive.

Knowing who your network is will help you to get started. The ideas here will help you to develop your personal networking list.

Your Contacts

People you know:

- Family, relatives, friends
- Neighbors
- Teachers, instructors, professors
- Friends you haven't seen in a while, like former classmates
- Parents of your children's friends

People in the community:

- Shop owners, postal workers
- Doctors, lawyers, accountants
- Dentists, bankers, brokers, mechanics, hairstylists
- Children's teachers or coaches
- Workshop participants, speakers, guests at special occasions

People in the target business area:

- Employers
- Past employers, past co-workers, and colleagues
- Company employees
- Past customers, clients
- Competitors

Other organizations:

- Professional or job related associations
- Job clubs and support groups
- Church and community groups
- Volunteer coordinators, recreation groups
- Unions

The Hidden Pieces

When you are actively looking for work, everyone you meet is a potential lead. That may seem daunting if you do not have a large social network, but it is a key element of networking. Even if you have a small group of friends, practice will help you get comfortable talking to people that you don't know very well, just as this workshop will.

Manage Your Reputation

Since you are relying on friends and acquaintances to help you locate work, make sure that you handle yourself well. This means that you develop and maintain a reputation as someone that does excellent work, is reliable, trustworthy, punctual, etc. Your friends will have a hard time recommending or asking questions on your behalf if you are not someone worthy of working with.

Volunteer

Many organizations rely on volunteers, and this can be an excellent way for you to become known in the community and to expand your skills at the same time. The added benefit is that you get to give back to your community.

Do Your Research

Read the news, investigate companies, and do your homework to learn about companies that interest you or are in your area. Check their websites (and their career postings on those sites) while you develop an idea of what they are like, who their clients are, or why you would want to work for them.

Sources of job leads can include these ideas, in addition to the ones we covered earlier:

- Phone book (Yellow Pages) for listings, even if you don't use them much otherwise.
- Business directories (public libraries and online).
- Chamber of commerce, service clubs, organizations specific to your occupation or industry.
- Employers (you can apply directly without suggestions or referrals).
- Private employment agencies.
- Newspapers, but not just the want ads, of course. Read the financial pages, business news, and articles about projects, business growth, government announcements, etc. Check local papers and national ones.
- Governments and associations – registering for and arranging public service exams.
- Union halls.
- School, college, and university placement offices for recent graduates.
- Professional and trade journals.
- The Internet.

And by asking a key question: “Can you suggest other places that I should call/check?”

Self-Promotion

When you are working the hidden job market, you are promoting yourself. Do it happily and shamelessly to get the job you want. Take advantage of computers and desktop publishing software to create a business card or postcard (because you won't be carrying your resume everywhere you go, but you could manage a postcard). Imagine a postcard that advertises who you are and what you can do. Make sure you aren't shrinking your entire resume onto the card; leave plenty of empty space or even superimpose the text over a picture of a project you completed (or in this case, perhaps a favorite classic vehicle). Here is an example:

Michael Rimbey

Certified automotive technician

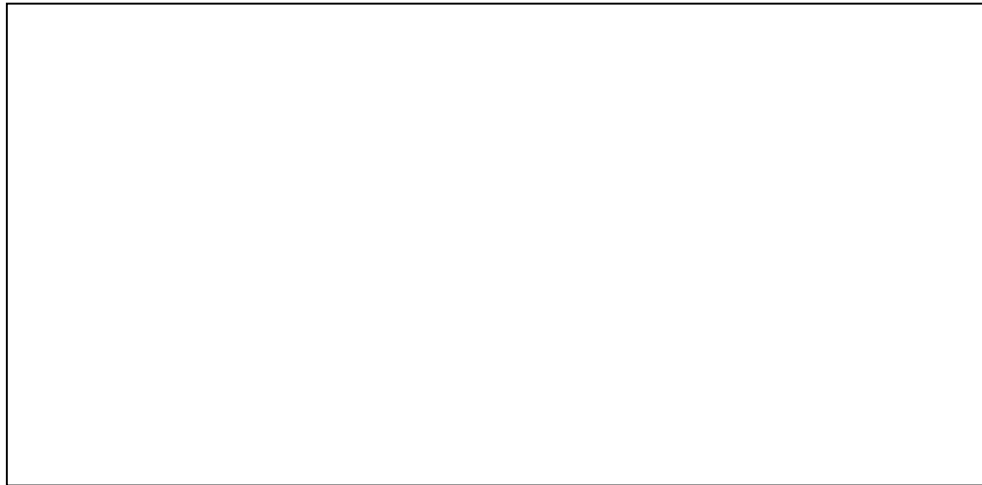
Eight years of industry experience, Red Seal qualified
Up-to-date first aid, safety leadership, and computer training

Punctual, professional, with attention to detail and keen sense of humor

Seeking interesting opportunity in my field, within 30 minutes of the
Anytown metro area.

Call 902.222.9999 and ask for Mike.

Create your own postcard here:



Why Does the Market Hide?

The hidden job market is simply made up of job vacancies that are not conventionally advertised. Employees retire, resign, go on medical leave, have children, and so on. Employers don't always advertise because doing so can be very expensive. They may receive large volumes of unsuitable applications, and so they are willing to miss out on some candidates in order to let the hidden market work for them.

The advantages of the hidden job market for the job seeker include:

- Learning about openings before they are well known or advertised.
- Less competition since you will be one of the few people aware of an opening.

Session Eight: Invite Your Network

Are you someone who knows a lot of people, or perhaps someone who knows a few people who know a lot of people? Whatever your situation is, you can leverage all of those connections in your hunt for work.

In this session, you'll get busy identifying who is in your network and how you can approach them to get the help you need.

Identifying Your Network

Using your network to tap into the hidden job market takes a bit of practice. If you know which job or company you want, don't call them first. Make a couple of practice calls to work through any nervousness or to improve the questions that you ask. Know what you want to say before you say it.

Getting Started

To get started, identify at least three names and phone numbers for each column. You can add to the list as you continue to network. If you do not know many people for the third column (for example, people in the target business area), ask your friends for suggestions. You can also look up companies in a library copy of the local business directory, use online information, or visit your local labor market (job club) office to conduct some research.

People I Know	People in the Community	People in the Target Business Area	Other Organizations

In order to keep the momentum going and not slip back into old habits, you will need to start using this networking list within the next few days.

Asking Questions

Helpful Tips

Be specific and polite about what you are asking your contacts to do, and don't drive them crazy with your requests, or you will not find them very helpful. Select one or two of the following that are the best for them to help you. For example:

- Pass on any job leads that they hear about.
- Let you know if they hear that someone is quitting or taking an extended leave of absence.
- Pass on business cards or postcards for you.
- Provide you with helpful information, such as the name of a department head.
- Talk to their supervisor about you.
- Tell other people that you are looking.
- Suggest other places to apply.
- Introduce you to additional contacts.
- Help you to practice your networking calls.

Developing a Script

When you make networking calls, having a script ready will help you to include everything that you need. Practice your script several times before calling and be sure to be open to feedback from your colleagues or friends about what you are saying. (Do you need a glass of water? Would it help to speak more slowly, more softly, more firmly, etc.?)

Step One

Introduce yourself using your first and last name.

Step Two

Provide your connection to the person you are speaking to, like the name of your mutual friend or colleague who provided their name, or where you met this person in the past.

Step Three

Let them know you are looking for a new opportunity or a new position in the field. Try not to sound desperate or needy. You could mention why you are looking (end of contract, seasonal work, laid off), but keep the tone pleasant and positive. For example:

- "I am looking for a new opportunity in the computer programming field."
- "I am an experienced baker currently working in a bread line; however, I specialize in pastries and cakes and would love to get back into that area again."

Step Four

Give a brief description of your skills and experience. This is your marketing pitch, so again, keep it pleasant and positive.

Step Five

Explain why you have called them for help. Perhaps they are active in the community and have lots of contacts, or they work in your field and might be able to suggest helpful leads, or they work at a company that you are interested in.

Ask for their help in just one or two areas from the list at the beginning of this section. Be specific about what it is that you want.

Step Six

Ask them if there is a good time for you to call them back and follow up, if it's appropriate. Here are two phrases you can use:

- "Can I call you back next week to follow up?"
- "When would be a good time for me to call you back?"

Make sure that you call them back; write it in your planner to ensure you remember your commitment.

Step Seven

After the call, or after you receive a lead from someone, it is always a good idea to send them a quick note. Depending on your relationship with them, this could be a quick e-mail, but keep in mind that in this day and age, people appreciate a personal touch. A handwritten note saying something like, "Thank you for your time in my job search efforts," can mean a lot.

Tracking Form

Here is a form you can use to practice and brush up on your script. If you find that some statements don't work very well, make sure that you change them to reflect your personal circumstances and style.

Name of person called	P. Lewis, VP Sales 902.212.1111 September 5 @ 2 PM	
Introduction (name your connection)	X	
Looking for a new job (and maybe why)	X	
Your experience and skills	X	
Why you are calling them for help	X	
Ask for their help in one or two areas:		
Pass on any job leads that they hear about.		
Let you know if they hear that someone is quitting or taking an extended leave of absence.		
Pass on business cards or postcards for you.		
Provide you with helpful information, such as the name of a department head.	X	
Talk to their supervisor about you.		
Tell other people that you are looking.		
Suggest other places to apply.	X	
Introduce you to additional contacts.		
Help you to practice your networking calls.		
Arrange follow-up call	Sept. 12	
Send a note	X	

Session Nine: Ready, Set, Goal!

Starting a job search is a big job, but it can be more manageable if you break it into smaller components. Do you know what you are looking for? Are you moving or staying local? Do you want to work from home or at a workplace?

In this session, you'll set some concrete goals, fine tune them, and get clear on what you want and where you are going.

Setting Work Goals

Knowing exactly what your goals are is very important – not just so that you reach your goals, but also so that you know what you are supposed to be focusing on! At the moment, you may only have a vague idea of what jobs you want to target. Working on some goal setting can help you to narrow down your options or help you find more information.

Goal setting can be a huge task, but it can be made manageable through a strategic approach. Setting goals is also about follow through, and setting priorities is an important component in goal setting.

There are lots of studies available that will show you the importance of goal setting. We also know that people who set goals achieve more and are happier than people who don't. We have also learned that you cannot simply state a goal and wait for it to come true. Achievable goals have certain characteristics, and for you to be truly satisfied with the results, you have to be the CEO of your goals.

When you are setting your goals, you need a tool that work for you. We love the one below, which you can adapt easily to your job search.

SPIRIT

Any large goal should be written with SPIRIT, and broken into several small, achievable goals that will help you get where you want to go. Good goals should have SPIRIT!

Specific

Be specific about what you want or don't want to achieve. The result should be tangible and measurable. "Find a job" is pretty ambiguous; "Identify 10 potential employers in my target market" is specific.

Prizes

Reward yourself at different points in the goal, particularly if it's long term. If your goal is to reach out and personally call ten people in your network and let them know what kind of work you are looking for, then you might download a new song by your favorite band as soon as you are finished.

Individual

The goal must be something that you want to do. If your spouse wants you to get a new job because you seem unhappy with the present one, and you're actually okay with it, you're not going to want to work towards the goal.

Review

Review your progress periodically. Does the goal make sense? Are you stuck? Do you need to adjust certain parts of it?

Inspiring

Frame the goal positively. Make it fun to accomplish. You could make a poster of the end result, frame it, and post it on the wall.

Time-Bound

Give yourself a deadline for achieving the goal. Even better, split the goal into small parts and give yourself a deadline for each item.

Your Goals

Using the six characteristics of achievable goals and your career goals and life purpose as you know it to be, write at least five goals for yourself. Be sure to check each goal against the criteria listed.

Here are a few ideas to get you started.

- What would you like to accomplish in the next 90 days related to your work?
- What would you like to accomplish in the next year related to your work?

Goal One

Goal Two

Goal Three

Goal Four

Goal Five

Fine-Tuning Goals

In order to achieve our goals, we need to focus on them. Some people do this by creating an affirmation that they repeat each day; others carry their list of goals in their wallet or day timer. Still others create a visualization board with pictures of their goals and hang it near their computer or on their fridge.

What ideas do you have to help you stay on track with your own goals?

Take it Away!

Setting goals can be overwhelming, especially if they are particularly big ones. For each of the five goals you listed in the previous section, consider the particular steps that are involved in each goal, and then list them as action steps below. If you have more than five action steps for one goal, you may need to look at your goals again and make them smaller and more manageable in order to keep them in focus.

If all of your goals are equally important, or you start them or plan to finish them all on the same day, they can quickly become unrealistic. Do your best to be practical as you go through this next exercise. You may find it helpful to use a blank piece of paper to do your thinking and then transfer your plans to this template.

Goal (in brief)	Action Steps (no more than five)	Time to Start/Finish

Session Ten: Thinking Unconventionally to Get What You Want

Some of us are more creative than others, and if you are a little unconventional, or know people who are and can help you out, you may find that your journey to securing a job offer is shorter than expected.

In this session, you'll explore what being unconventional means, as well as the range of people available to help you in your search.

Without Convention

There are many ways that you can think about work. The important thing to keep in mind is that in order to do the work that we love, we have to also consider the environment we live in, the realities of the job market, and the things we want to do most.

You may be used to thinking that people in artistic careers may work more than one job to make ends meet; it may surprise you to know that many people work more than one job in order to do the things that they love to do, not simply to make a living. For example, you may not think it is unusual for an actor or writer to work in a restaurant or as a teacher to pay the bills, and then pursue acting and writing on the side. In this way, they make a living and also live their dreams.

If your dream job cannot pay you the salary you need, it's okay to combine it with other options. If you love working in the service industry, for example, but find it hard to stand on your feet for long periods, you might be able to manage part-time service industry work with a part-time administrative or driving job that lets you get off your feet.

Is your perfect job within your reach, or do you need some additional skills? We briefly mentioned volunteering earlier, but you may also consider taking short courses and workshops, or returning to school either part or full time. If you need training before undertaking your dream job, what will that look like and what is your plan to get where you want to be?

Approximately one in ten people currently looking for work would like to start their own business. Are you that one in ten? If so, you'll need to gather information or attend a course on business plan writing, licensing, etc. If you have a good idea, excellent skills, and are a risk-taker, self-employment or entrepreneurship could be just the thing.

Brainstorm ways that you could approach your work unconventionally.

Working to Get What We Want

If we expect to find a job, we have to control our own job search and go out and get after the job we want. Thinking about it, planning it, and doing all the necessary research and networking will contribute to finding the job that we want. Of course there are other factors as well (such as economics, geography, family circumstances, or health) that can affect our job search.

Brainstorm a list of the keys to finding work.

Session Eleven: Getting Things Moving

Finding work is a job all of its own, but even someone with a full-time job is able to manage it – and so can you! Now that you’ve decided what you want and how to find it, it’s time to get out there and go get it.

In this session, you’ll address what it is going to take to get your job search moving and in the right direction. After all, getting the job you want is about taking the steps necessary to make changes.

My Next Steps

_____’s Plan for a Successful Job Search
(Participant’s name)

Define your target job or position.

List your five strongest skills for the job search process.

What kind of help do you need? Who will you ask? Where will you go?

Write down three skills that you would like to develop further in order to be ready to pound the pavement. These may include developing a resume/portfolio, answering questions about your employment history, mastering the interview, finding out more about training/education, or practicing networking skills.

Outline three steps you will take in the next three months to help you reach your target job.

Identify your own mentor or coach – someone you will share your goals with that will help keep you on track. This could be a friend, partner, colleague, or career development professional. Write their phone number down too, so that you can easily call them and let them know about your action plan.

Sign here as your commitment to your plan

Today's Date

Your first review date of this plan _____ (30 days from now)

Your second review date of this plan _____ (60 days from now)

Completion date _____ (90 days from now)

Recommended Reading List

If you are looking for further information on this topic, we have included a recommended reading list below.

- Bolles, Richard Nelson. *What Color is Your Parachute?* Ten Speed Press, Updated Annually.
- Boothman, Nicholas. *How to Make People Like You in 90 Seconds or Less*. Workman Publishing Company, 2008.
- Bridges, William. *Managing Transitions: Making the Most of Change (3rd Edition)*. Da Capo Press, 2009.
- Carnegie, Dale. *How to Win Friends and Influence People*. Pocket Books, 1998 (Reprint).
- Chandler, Steve. *100 Ways To Motivate Yourself (3rd Edition)*. Career Press, 2012.
- Krumboltz, John, and Al Levin. *Luck Is No Accident (2nd Edition)*. Impact Publishers, 2010.
- Robertson, Pam. *Live Inspired: Create the Life of Your Dreams*. 2008.
- Yate, Martin. *Knock 'em Dead 2012: The Ultimate Job Search Guide*. Adams Media, 2012.

Personal Action Plan

Now that you have completed this course on **Getting Your Job Search Started**, how will you use the things you have learned? Creating a personal action plan can help you stay on track and on target. When you take responsibility for yourself and your results, you get things done!

In this session, you will be asked questions to help you plan your short-term and long-term goals. This final exercise is a way for you to synthesize the learning that you have done and to put it into practice.

I am already doing these things well:

I want to improve these areas:

I have these resources to help me:

As a result of what I have learned in this workshop, I am going to...	My target date is...	I will know I have succeeded when...	I will follow up with myself on...