1. Develop a plan of action with daily and weekly goals.

2. A job search is a full-time job. Stay focused and don’t allow distractions to avert attention from your objective.

3. Create a marketing plan for yourself that includes a target list of at least 100 organizations.

4. Develop your brand; what is unique about you and the value you can add to an employer.

5. Become active with professional associations and spend 75 percent of your time communicating with people, not applying online. However, it is important to follow employers’ directions when applying for positions. Develop your networking skills. Referrals are the number one way that people get jobs.

6. Research companies before sending a cover letter and resume so you can state why you want to specifically work for the organization. Demonstrating knowledge of the company, industry, products, services, mission and vision will strengthen your interviewing skills and give you a competitive edge. Employers seek candidates who want to specifically work for their company, not any position that is available.

7. Utilized Career Services (eligibility: Walsh College current students and alumni). Schedule a resume critique and mock interview and regularly apply to positions posted in the career center database. There is less competition applying to your school’s job postings than using public sites and employers are specifically seeking Walsh students and alumni.

8. You may need more than one version of your resume if you are applying to different positions or industries. Research the industries you are interested in to develop an understanding of their business, terminology and required skills. Your resume must use accurate industry terminology to demonstrate your transferable skills. Proofread your resume several times to ensure it is error free.

9. Be confident that you can add value to an employer. Be able to articulate how you can make the business more profitable and/or reduce costs by discussing how you have contributed to your current or past employers.

10. Be resilient and demonstrate an enthusiastic, positive attitude. Interpersonal skills are as important as technical skills. The employer must believe they will enjoy working with you.
WANT ADS
The Sunday classifieds are a popular way to search for open positions. Don't rely solely upon the classifieds to find work. Statistics show that about five percent of all job openings are filled this way. Because 95% of job seekers use this method to search for work, employers generally receive a large number of resumes. Be sure you are a good match for the positions you apply for.

ADS IN PROFESSIONAL JOURNALS
The business reference section of a library should have journals related to your industry or profession. There will be fewer employment ads in such magazines than in a typical Sunday newspaper. They will be more specialized, allowing you to focus your search.

TRADE ASSOCIATIONS
Professional or trade associations can be a valuable source of job leads. Conventions and events are excellent places to build a network of people who may know of openings. Check your local yellow pages, Career Services, or go to the library and consult the Encyclopedia of Associations for more information.

JOB HUNTERS UNITE!
Many cities have job clubs or support groups where people can meet, network and share tips with others seeking work. You'll find out about who's hiring locally and who isn't. You may even get a referral from someone, which may lead to another referral . . . or a job interview. To find a job club near you, call your local library or other resources such as the Troy Career Center.

NETWORKING
Referrals are the number 1 way to find employment. Tell everyone you know that you are looking for a job. Call every friend, relative and acquaintance in your address book. Perhaps one of them may be able to put you in touch with a decision-maker in your line of work. Even your former employers can help. If you parted on good terms with your last boss, he or she might be able to refer you to other supervisors who can help. Your goal is to get on the phone with someone who can hire you, schedule an interview, then meet to discuss his or her needs. An information interview such as this may lead to a job, if one is available. If your talents are impressive enough, a position may be created for you. Or, you may be referred to someone at another company. In any case, expanding your network circulates your name among people who can hire you, greatly increasing the odds that somebody will.

WALSH COLLEGE ALUMNI ASSOCIATION
The WCAA could be your very best source for building your network. Many events are scheduled each year giving Walsh College graduates opportunities to have fun while building a professional network.
**LIBRARY & ONLINE RESOURCES**

**Newspapers** such as The Wall Street Journal, the Detroit News, the Detroit Free Press, the New York Times, and Crains, offer a day to day look at both local and national firms. Of special interest to Michigan job hunters, is the Detroit Free Press’ Business Monday and daily business section, which contain the “On the Move” column, detailing the comings and goings of local executives, and supplying the job seeker with names to contact regarding employment.

**Magazines and periodicals** are a very good source of information in the research process. By their nature they are able to offer a more in-depth look not only into specific firms, but into specific industries as well. An individual interviewing with Compuware Corporation, for example, would be well advised to bone up on the computer industry in general. And an individual looking for a position in public accounting would be advised to get the professions view of the latest FASB or SSARS pronouncement. If you need assistance, ask the business reference librarian to help you locate resources. It may be fruitful to browse through:

- Fortune
- US News and World Report
- Journal of Accountancy
- Management Accountant
- Dun’s Review
- MACPA Journal
- Journal of Taxation
- Forbes
- Business Week
- Computerworld
- Practical Accountant
- ABA Banking Journal
- The Internal Auditor
- Occupational Outlook

Listed below are informational books that can provide company information, addresses and names of chief officials:

- Paine-Webber Handbook of Stock and Bond Analysis
- Dun and Bradstreet Million Dollar Directory
- Fitch Corporate Manuals
- Thomas’ Register of American Corporations
- Standard and Poor’s Corporate Record
- Standard and Poor’s Industry Survey
- Standard and Poor’s Outlook
- Moody’s Manuals and Newsletters
- Michigan Service’s Directory
- Michigan Manufacturer’s Directory
- Harris Guide
**Making a Good Impression with Your New Employer**

Whether it’s your first professional job as a new graduate or a part-time, on campus job while you’re still in school, it is critical to your success to get started on the right foot. The following tips can help you to excel and avoid some of the common pitfalls of being the “new kid on the block”.

- **Be a dependable employee!** Dependability can be demonstrated in many ways. For example, don’t forget to call if you’re sick or going to arrive late. This lets your supervisor know your job is important to you.

- **Plan to work hard and do more than is expected.** Avoid “it’s not my job” thinking. Take the initiative and ask for additional assignments once you’ve completed yours.

- **Establish mutually agreed upon goals with your supervisors.** Determine what is expected of you from the very beginning. This includes developing clear deadlines for your projects.

- **Keep your supervisor informed of your progress and ask for regular feedback on your performance.** If any assignments are unclear, ask for clarification instead of proceeding in the wrong direction because you are fearful of looking foolish.

- **Learn the “corporate culture” of your organization and be willing to adapt to it.** Organizations expect their employees to “fit in” and accept the corporate culture. If you don’t understand it, you are more likely to make errors in political etiquette that can hurt your progress. How do you learn what the culture is? Observe co-workers behaviors and when in doubt, ask questions.

- **Develop and utilize strong interpersonal communication skills, including both oral and written communication.** Every job, including technical ones, will require some degree of personal interaction. You can demonstrate your people skills in a number of ways. Look for opportunities to make oral presentations and written reports and do them conscientiously and carefully, soliciting advice and help from others. Learn to listen carefully to be sure you fully understand instructions or requests. Demonstrate patience and sensitivity with others, avoiding public confrontations or complaining. Learn the art of tact when working on a team, which includes being receptive to others’ input and knowing when to compromise. With written work, be sure you’ve proofread it carefully for content, spelling and grammar before submitting it.

- **Another aspect of good communication skills is developing relationships with your co-workers.** Get to know and be known by others in your work environment…your professional growth depends on it. Get out of your office and network with key people. A friendly attitude can also help you tap into your organization’s “grapevine.” Of course, this relationship building does not mean socializing the hours away at the expense of job duties.

- **Speaking of duties, master your job tasks.** If you’re going to move up, you have to prove you understand and can accomplish the basic requirements of your job first.

- **Be assertive, self-confident and visible.** Remember the three “E’s” – enthusiasm, energy and excellence. These qualities make a positive impression with employers and co-workers and will serve you well in the future.

- **As with your organization’s culture, be aware of its politics and who has the power (both officially and unofficially) to make things happen.** As a newcomer, try to avoid “playing politics” before you know the ropes. Also, maintain confidentiality and avoid gossip – it can be destructive and puts you in a bad light.

The key to a successful transition into your new job is to take the initiative and do the best you can, regardless of whether it is a temporary position or a professional job in your chosen field. It is your chance to learn, contribute and develop skills and behaviors you’ll use throughout your career.