Strategies for an Effective Job Search

Walsh College Career Services
What do You Tell Yourself?

Change your message:
- Why did this happen to me?
- How can I use this to my advantage?
- Will I ever get a new job?
- What do I have to learn and whom do I need to meet to get a new job?
- How long will it take me to find a job?
- What are my action steps to find a job quickly?
You are what you think!

- Change your thinking =
- Change your path =
- Change your life.
- Are you ready to accept being outside your comfort zone?
Five Steps to Change

• Desire – you must want it
• Commitment
• Employ discipline
• Embrace discomfort
• Condition yourself so the actions become routine
Assess Your Skills

- What is my brand – record of success?
- What makes me unique and distinguishes me from my competition?
- What are my strengths?
- What are my weaknesses?
Assess Your Skills

- Can I challenge myself to move out of my comfort zone?
- Think of attaining a job like reaching for the fruit on the ends of the tiny branches – there could be risk and going outside your comfort zone to achieve results
- You can be successful!
Assess Your Skills/Accomplishments

• What are my relevant skills in a global, changing market?
  → Address the gaps through training/education.

• How can you add value to an employer? How do you answer, “Why should I hire you?”
  → What have you done to increase revenue and/or reduce costs for your employers?
You are on a Bridge

- The length and time is in your hands

- Same position
  - Same industry

- Different job
  - Same industry

- Same position
  - Different industry

- Different job
  - Different industry
Your Bridge

- Same job/Same industry = Shortest Bridge
Your Bridge

New Job/New Industry = Expect Longer Bridge
An Effective Job Search Includes

- Research and preparation
  - Occupational outlook--research the position and industry (online.onetcenter.org)
- Networking
- Resume and cover letter preparation
- Daily plan of action & execution of plan
- Interview skills
What are Your Odds?

• Using commonly used national career sites result in about a 3-4% ROI

• If you are “winging it” or using national sites, your success rate could be like playing the lottery

• Networking is essential

• Most jobs come from referrals
Finding Job Opportunities

• Newspapers – ads & the business section
  Crain’s, Oakland Business Review, Detroit News, Detroit Free Press, local papers

• Internet sites
  Emerging Sectors in Oakland County, (http://www.oakgov.com/econ/sectors/sectors.html)
  LinkedIn, Automation Alley, indeed, CareerBuilder, www.michworks.org, etc.
Finding Job Opportunities

• Professional journals and organizations
  Builds your network of professionals
  Keeps you up-to-date on developments
  Tells you about companies
  Offers professional courses and seminars
  Excellent addition to your resume
  Reduced membership fees for students
  Offers access to membership information
Finding Job Opportunities

- **Library-Business Reference Section**

- **Target company sites**
  Many companies are only posting on their web sites

- **Community services such as:**
  Troy Michigan Works (248) 823-5101
  Operation Able (40 and over)
  Community Groups (richarddobies@yahoo.com)

- **Career Services sites**
Research and Preparation

• Company mission and vision
• Values and culture
• How you can benefit the employer?
  - Contribute to profitability
  - Work well with the team
  - Provide return on investment
Develop a Plan

Financial Plans  Floor Plans
Vacation Plans  Lesson Plans
Educational Plans  Weight Loss Plans
Flight Plans  Battle Plans
Retirement Plans  Wedding Plans
Emergency Recovery Plans

Are you taking action daily on your job transition plan?
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Next Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 10:00</td>
<td>Research Industries</td>
<td>Next Action</td>
</tr>
<tr>
<td>10:00 – 12:00</td>
<td>Call/Email Contacts</td>
<td>Email Bob, Karen, etc…</td>
</tr>
<tr>
<td>12:00 – 1:00</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>1:00 – 3:00</td>
<td>Review Trade Journals</td>
<td>Career fairs, growing companies to target, new product knowledge</td>
</tr>
<tr>
<td>3:00 – 4:00</td>
<td>Networking Events</td>
<td>Attend Pink Slip Party</td>
</tr>
<tr>
<td>4:00 – 5:00</td>
<td>Apply Online</td>
<td>Search LinkedIn for Contacts</td>
</tr>
<tr>
<td>5:00 – 6:00</td>
<td>Research Companies</td>
<td>Write Prospect Letters</td>
</tr>
</tbody>
</table>
Execute Your Plan

• Work 40 – 50 hours a week on your: Written Job Transition Strategy

• It is your MAP to securing a job! This is your GPS to ensure reaching your destination.
Networking = Connecting

- Most valuable way to spend your time
- Gains greater visibility and increased information
- Develops introductions to decision makers
- It is cultivating mutually beneficial relationships: cycle of reciprocity
- Learning about and helping others
Networking = Connecting

- Stay focused – always be prepared
- It is *not* just trading business cards
- Two-way street
- Ongoing professional activity
- Choose the right events
- Attend events with a buddy for introductions
You are your PR Agent

- Establish your goal or objective
- Wear nametags and remember names
- Station yourself in a “destination location”
- Go to people who are standing alone
- Get comfortable joining a group
- Prepare five - seven questions
- Listen - we have two ears and one mouth
Advantages to Networking

- Meet people on referral basis – enhances your chances of getting an interview
- Find the “hidden job market”
- You are not competing for an “open” position
- Your accomplishments may create a position
- Gain knowledge, insight and expertise

One job opportunity is generated for every 12 – 16 meetings!
Networking Basics

Developing Contacts

Your Network List

- Friends, neighbors, relatives
- Business contacts, social clubs, trade associations
- Past colleagues and professors

Resources

- Professional organizations
- Career fairs (michigan.gov)
- Alumni associations
- Volunteer opportunities
- Social/professional networking sites
- Informational interviews
Introverts vs. Extroverts

• Both can be good at networking
• Introvert: listen more, talk less
• Set time limit; move on
• Reward yourself!
• I’m new here. What can you tell me about this committee/organization?
• What brought you here?
• Tell me about yourself. What business are you in?
• What do you like about participating with this organization?
“Get to Know You” Questions

• Why did you attend this event?
• I see you work for ___. What do you do there?
• How did you find your position?
• What do you like most about your work?
• What are your interests outside of work?

Remember names!
Exit Strategies

• It’s been interesting to talk with you. I’ll let you have an opportunity to talk with others.
• Thank you for sharing information about _______. It sounds exciting.
• I’ll see you again. I’ve enjoying hearing about your company.
Networking Do’s

- Maintain eye contact
- Practice good listening skills
- Ask open-ended questions
- Bring others into the conversation
- Be a resource for others
- Dress professionally
- Be aware of body language
- Create a business card (vistaprint.com)
Networking Don’ts

- Don’t push yourself, your card, or ideas on anyone.
- Don’t discard people who don’t meet your profile of good lead.
- Don’t look for someone better to talk with.
30-Second Commercial

• Answer to “Tell me something about yourself.”
• What you want to be known for?
• What do you have experience in?
• What is your education and training in?
• What are your strengths?
• Why do you want to work for the company?
• Makes lasting positive impression.
Get the Most from a Career Fair

• Face-to-face meeting
• Identify your hit list before event
• Research company and positions
• Practice your 30-second introduction
• Follow-up
Develop a Take Charge Job Search

- Begin by developing a target list of at least 100 companies.
- Take action everyday; work at least 40 hours a week on your job search.
- Never stop your job search to wait for the outcome of an interview.
Develop a Take Charge Job Search

• Adhere to your goals; don’t focus on non-productive activities.

• Talk to people at least 75% of the time rather than applying online and sitting at the computer. **Call or email five to 10 contacts everyday.**

• Join LinkedIn and use it everyday.
You are the CEO of Your Career!

- A job search is a full-time job.
- Do not rely on recruiters or anyone else to find your job.
- Stay positive.
- Stay organized – Campaign HQ & MAP.
- Be dressed for success everyday.
- Make and track follow-up calls/emails.
You are the CEO of Your Career

• You are your thoughts = Your thoughts become your actions.

• No one will think more of you than you think of yourself = Be humble, but confident.

• Your attitude determines your success.

• It’s OK to feel fearful, but don’t let it stop you from taking action...the answer is always no to the unexecuted action and unasked question.
You are the CEO of Your Career

• Talented, positive professionals are in demand!

• You can find the organization that will benefit from your many talents!

• Always be prepared to meet your next opportunity!