

HOW TO FIND A CO-OP JOB FOR SPRING 2020: PERSONAL BRANDING AND RÉSUMÉS

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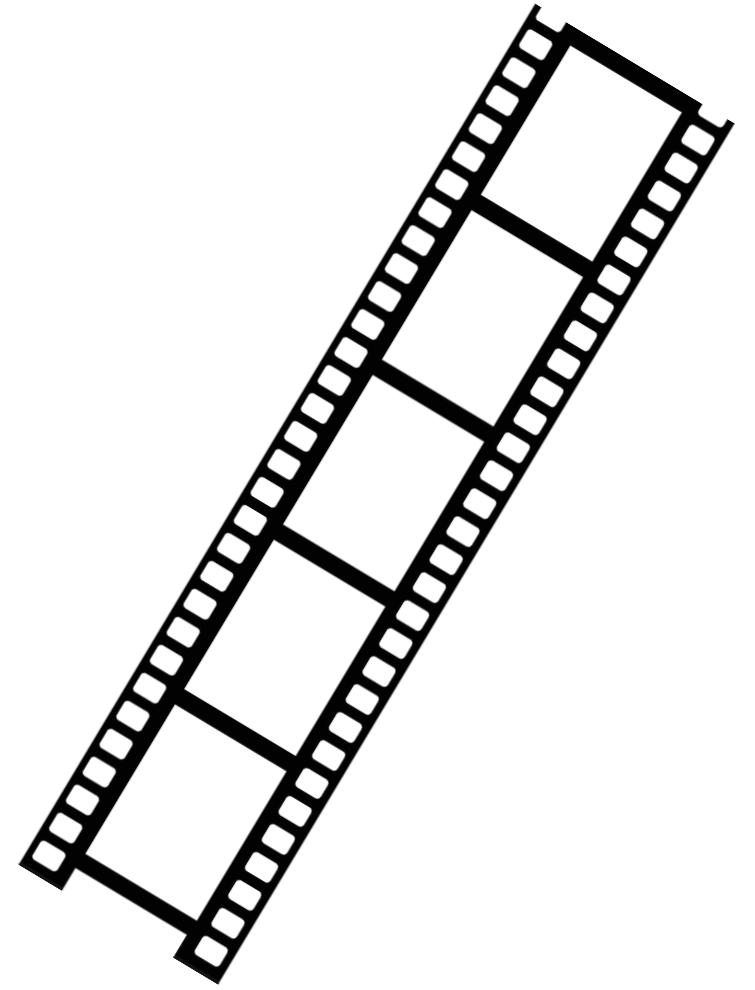


CENTRE FOR CAREER ACTION



**MISS SOMETHING OR YOUR INTERNET
GAVE OUT? DON'T WORRY!**

THIS WEBINAR IS BEING RECORDED





THIS IS A SAFE SPACE

workshop

I respectfully acknowledge that I live and work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, land promised to Six Nations, which includes six miles on each side of the Grand River.

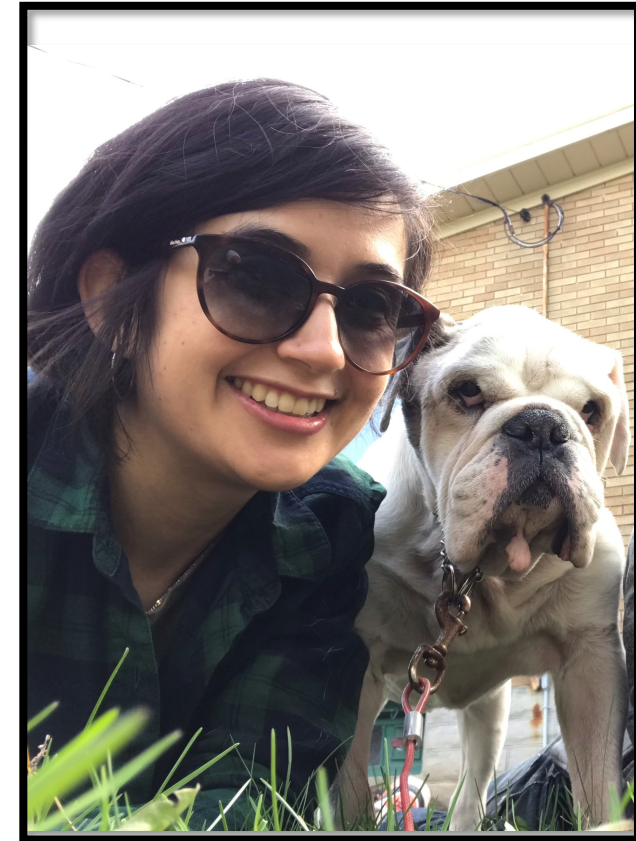
<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>

YOUR FACILITATORS

Alicia Flatt



Paulina Cisneros



CO-OP SUPPORTS AND SPRING 2020 CHANGES

Find and reach out to your Co-op Advisor

- Check WaterlooWorks daily for updates as well as job posting notifications

Centre for Career Action

- Workshops
- Appointments
- Drop-ins
- Live Chat
- Career Hub

Spring 2020 work term guidelines

- New travel advisories
- Flexible Pathways

<https://uwaterloo.ca/co-operative-education/your-spring-2020-co-op-work-term>

[Important dates](#)[How to find your co-op job](#) >[Learn about your work term](#) >[Work abroad](#) >[Supports and resources](#) >[Your co-op fee](#)[Co-op student awards](#) >[WaterlooWorks help](#) >[Co-op student experience](#)[Contact us](#) >

INFORMATION FOR

[Future co-op students](#)[Graduate students](#)[Parents](#)

CO-OPERATIVE EDUCATION

[Co-operative Education](#) >>

Your Spring 2020 co-op work term



Updated as of March 2020.

Learn more about [your Spring 2020 co-op work term](#). If you have any questions or concerns, please reach out to your [co-op advisor](#) by messaging them via [WaterlooWorks](#). These changes are in place only for the Spring 2020 work term in response to the COVID-19 pandemic and will be reviewed each term until no longer required.

[LEARN MORE ABOUT](#)[Travel limitations for Spring 2020 work terms](#)[LEARN MORE ABOUT](#)[Flexible Pathways to complete a work term](#)[LEARN MORE ABOUT](#)[PD and Work Term Report requirements](#)



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AGENDA

- Introduction to the current job search climate
- How to distinguish yourself from other applicants by creating a personal branding statement
- How to articulate your skills in your résumé based on a specific job posting
- Understand the importance of setting goals and taking action

CURRENT AFFAIRS

THE CURRENT WORLD

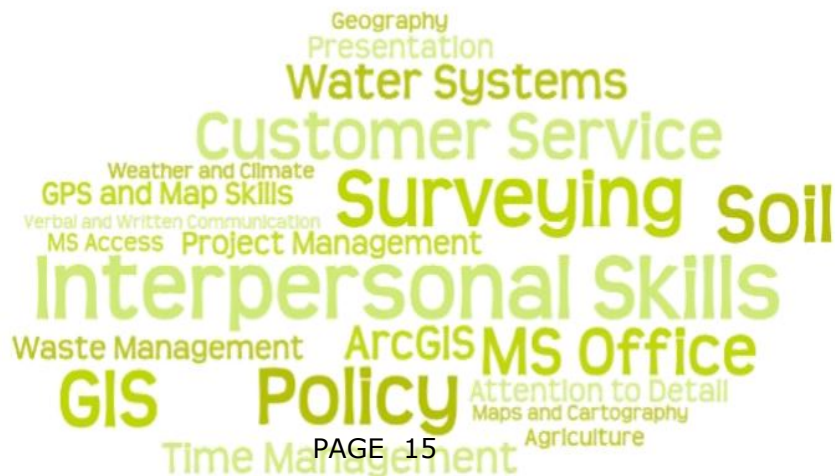
- These are uniquely challenging times
- You are not alone
- Employers are also facing challenges and learning to navigate this situation
- Jobs are still being posted every day
- Some industries have contracted while others are experiencing a boom

THE CURRENT LABOUR MARKET

- The labour market refers to what is in supply and demand in terms of work
- Understanding these trends can help you find work more efficiently
- This information changes so it is helpful to keep an eye on it when job searching
- The best way to make sense of the labour market is to understand the skills that are in demand

YOUR UNIQUE SKILLS

IN-DEMAND SKILLS BY FACULTY



WHAT MAKES YOU, YOU?

You are so much more than your program of study.

Reflect on various experiences you've had. What have you gained from them?

Academics

- Projects
- Labs
- Groupwork

Extracurriculars

- Sports
- Volunteering
- Clubs

Professional experience

- Paid or unpaid
- Projects
- Hackathons/Competitions

WHAT IS A PERSONAL BRANDING STATEMENT?

THEUNDERCOVERRECRUITER.COM

“What is a personal brand statement? Your statement is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely [...] It sums up your unique promise of value. Your personal brand statement is distinctive to you and you alone.”

<https://theundercoverrecruiter.com/how-craft-your-personal-brand-statement/>

INC.COM

“...knowing how to tell your story with a limited amount of characters, on the right platforms, and to the right audience.”

<https://www.inc.com/young-entrepreneur-council/the-beginners-playbook-to-building-a-personal-brand.html>

THEUNDERCOVERRECRUITER.COM

“The personal brand statement is not a job title.

A job title is what others will try to classify you with,
what employers and others want you to be to fit you
into a corporate setting.

You deserve better than that.”

<https://theundercoverrecruiter.com/how-craft-your-personal-brand-statement/>

PERSONAL BRANDING STATEMENT - GUIDING QUESTIONS

- Name
- What you're studying
- Why do you do what you do?
- What would you like to achieve?
- How have others complimented you in terms of your unique traits and abilities?
- Skills you are particularly good at

PERSONAL BRANDING STATEMENT EXAMPLES

- With my understanding of peace and conflict factors, I want to develop new ways of helping refugees settle into Canadian communities.
- I just completed my Masters in Psychology and have a serious passion for expanding societies' knowledge about Autism.
- I am a new grad with a BA in English and I am known for being extremely creative when it comes to non-profit fundraising.
- I relocated to Waterloo to study Digital Arts so that I could influence UX and UI Design in the start-up sector here.
- I use my _____ and _____ for _____. Known for _____, I _____. Using _____ (key trait), I _____, by providing _____.

WORK ON YOUR PERSONAL BRANDING STATEMENT

PERSONAL BRANDING EXAMPLES

- With my understanding of peace and conflict factors, I want to develop new ways of helping refugees settle into Canadian communities.
- I just completed my undergrad in Psychology and have a serious passion for expanding societies' knowledge about Autism.
- I've developed my communication skills through my studies in English and am known for being extremely creative when it comes to non-profit fundraising.
- I relocated to Waterloo to study Digital Arts so that I could influence UX and UI Design in the start-up sector here.
- I use my _____ and _____ for _____. Known for _____, I _____. Using _____ (key trait), I _____, by providing _____.

Go to www.menti.com and use the code 68 68 79

Where do you plan to use your personal branding statement?

1st

Conversations with
family, friends,
neighbours, your
contacts

2nd

On a LinkedIn profile or
other online presence
(website, GitHub, social
media)

3rd

Networking or Job
Search events - even
remote ones

4th

To build a stronger,
clearer, more targeted
résumé!



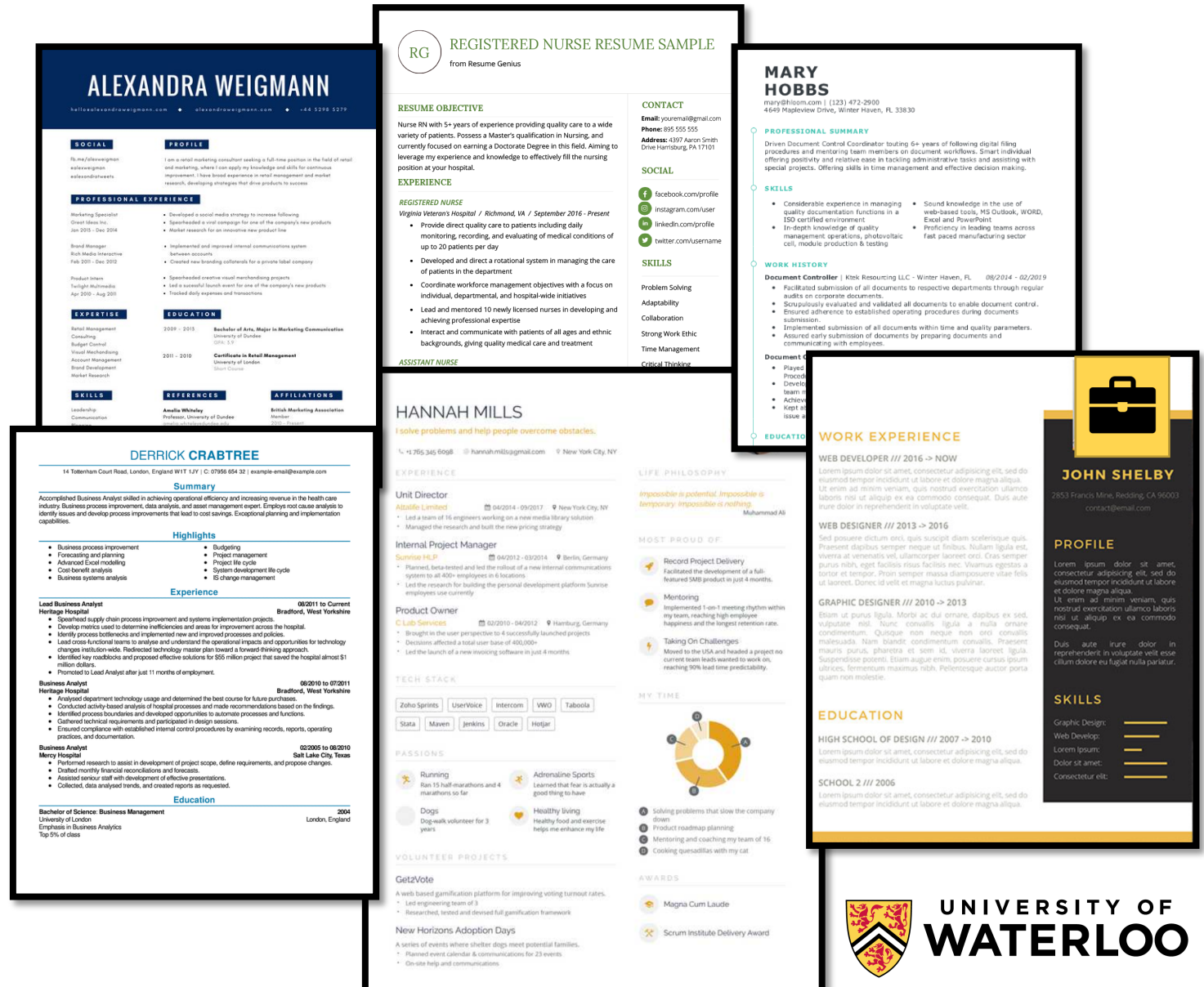
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QUICK RÉSUMÉ TIPS

BASIC RÉSUMÉ LAYOUT

- Your name and contact info
- LinkedIn, Website, GitHub, BitBucket etc.
- Summary of qualifications
- Technical skills summary
- Education
- Awards or any recognition
- Related experience (tailored)
- Other experience
- Volunteering (if applicable)
- Interests – what makes you, you?



WRITING A SUMMARY OF QUALIFICATIONS

- First thing an employer reads
- 4 – 6 bullet points which begin with nouns or adjectives
- Focus on strengths and achievements, start with most relevant to the job
- Target your potential employer via industry key words
- Be confident (but not arrogant) and accurate
- Example:
 - “Hands-on experience completing projects in...” rather than “Good knowledge of project completion...”

WRITING STRONG BULLET POINTS

Did x	By/using y	To achieve z
<u>What</u> you did	<u>How</u> you did it	<u>Why</u> you did it
Action or achievement verb	<ul style="list-style-type: none">▪ Tool (e.g., programming language)▪ Approach/methodology▪ Role (e.g., member, treasurer)▪ Adverb (e.g., effectively, accurately)	<ul style="list-style-type: none">▪ Result/accomplishment▪ Outcome▪ Impact (quantify when possible)
<ul style="list-style-type: none">▪ Designed client database	<ul style="list-style-type: none">▪ MS Access	<ul style="list-style-type: none">▪ Doubled speed of information retrieval

BULLET POINTS

Did x	By/using y	To achieve z
<u>What</u> you did	<u>How</u> you did it	<u>Why</u> you did it
Managed time to balance role as high school club president with 4 courses	Effectively	Achieved top 2% academic standing

SWITCHING VERBS

- Achieved top 2% academic standing by effectively managing time as high school club president while completing 4 courses

OR

- Effectively managed time to balance role as high school club president and 4 courses while maintaining top 2% academic standing

TARGETED RÉSUMÉ ACTIVITY

CANADIAN SHIELD – PRODUCTION TEAM MEMBER

Description:

Our company is currently seeking skilled Production Team Members. You will be a key part of a growing process that produces high-quality face shields for healthcare providers.

Job duties:

- Perform raw material quality audits
- Setting up and operating the machine press to trim plastic sub-components
- Maintain work cell cleanliness
- Meeting or exceeding production rate
- Ensuring quality specifications are met through completion of regular quality audits
- Packing finished sub-components per packaging guidelines
- Adhere to all safety and production standard operation procedures

CANADIAN SHIELD – PRODUCTION TEAM MEMBER

Job requirements

- You are 18 years of age or older
- You are legally eligible to work in Canada
- Detail-oriented individual who understands the concept and importance of quality
- Able to work both independently and as part of a team
- Positive attitude and enjoys working in a fast-paced environment
- You are able to perform the physical requirements of the job, which may include bending, stooping, reaching, twisting, lifting, standing, walking, repetitive motion and other job-specific requirements
- Reliable mode of transportation as public transit cannot be guaranteed
- No experience required, training will be provided

TARGET YOUR RÉSUMÉ!

1. Highlight the requirements/skills/attributes that you possess which are in the job posting
2. See where those requirements/skills/attributes are listed in your résumé
3. Think like a recruiter:
 - Are those skills on your résumé? Where are those skills listed? Are the skills easily visible?
4. Identify your most valuable real estate on your résumé and use that space to emphasize the skills on your job posting!
 - How can you change your summary of qualifications to emphasize the skills listed on the job posting?
 - What else can you rearrange to emphasize relevant items?

TL;DR

How can you prove you're qualified for this position?

NEXT STEPS

- We've talked about how to write your personal branding statement
- And how to improve and tailor your résumé to specific job descriptions
- Now you have these tools... the next step is to create goals so that you can put them in action
- So...? What have you learned today and what is the next step you are going to take? Please use your worksheet.

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.

UNIVERSITY OF WATERLOO



QUESTIONS?