



**JOB SEARCH
WORKBOOK**

The Canadian Career Development Foundation



2015

If you're ready to find a job, this guide is for you.

It has 4 sections:

1: CHECK FOR "FIT"



Section 1 will help you to make sure the job you're searching for is right for you and your skills.

2: GET READY



Section 2 will help you to develop the tools you need to be ready for work search, including a good resume, references and a career pitch.

3: SEARCH FOR WORK



Section 3 will help you identify potential jobs, use your networks, tailor your work search tools and present yourself well at job interviews.

4: GET A JOB

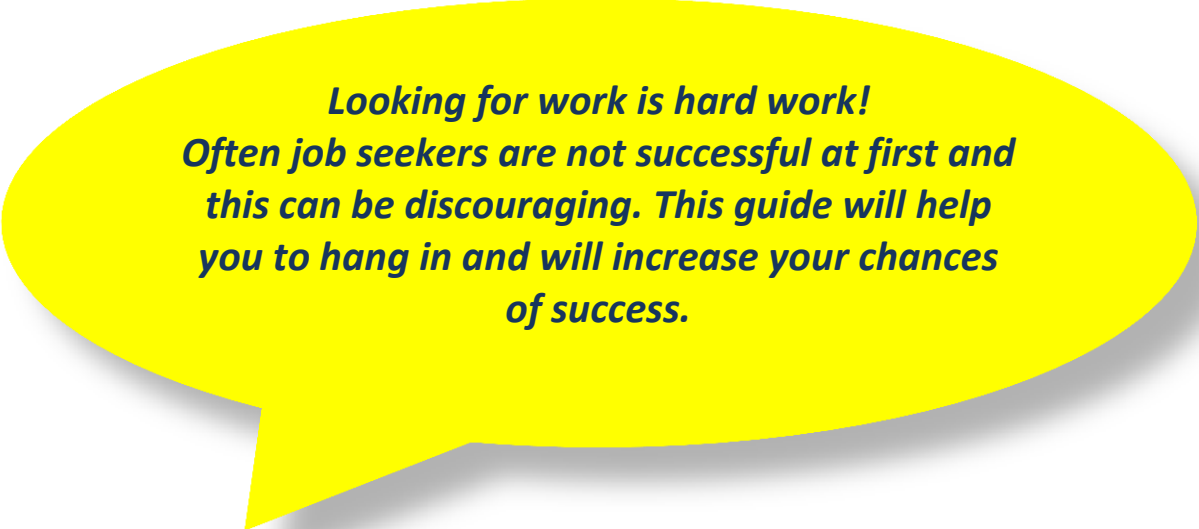
Section 4 will help you to accept a job offer, agreeing on terms of employment and accepting a position in a professional manner.

You may not need all sections of this guide. Each section will begin with a checklist which will begin with a check-in, which will help you decide what, if any parts of that section are relevant to you.

If you want to find a specific activity or work sheet as you're working through the guide, you can use the **Page Finder** on page 115 (the last page of this guide). It provides a listing of all the content of the manual and the corresponding page numbers.

In addition to the guide, you will need access to a computer – not only to access recommended websites, but also to find local employment opportunities.

If you do not have a computer at home, you may use the computers at your Employment Resource Centre. If you need any help with computer use, don't hesitate to ask staff for help.



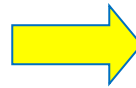
***Looking for work is hard work!
Often job seekers are not successful at first and
this can be discouraging. This guide will help
you to hang in and will increase your chances
of success.***

Work Search Process

1: CHECK FOR "FIT"

Is the work I want to do right for me?

- Map your work objective
- Assess your skills, interests, values and personal characteristics
- Assess the kind of work conditions and environment that is right for you



2: GET READY

Do I have the tools to market myself to possible employers?

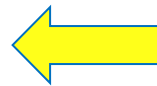
- A good résumé
- References
- Career Pitch



4: GET A JOB

Am I ready to accept the right job for me?

- Negotiating terms of employment
- Closing the loop with other prospective employers
- Accepting the job!



3: SEARCH FOR WORK

Do I have what I need to get a job?

- List of possible employers
- Tailored work search tools & networking strategies
- Help with staying motivated during your search
- Strategies to succeed at the job interview



JOB SEARCH GUIDE SECTION 1

1: CHECK FOR “FIT”

Is the work I want to do right for me?

- Map your work objective
- Assess your skills, interests, values and personal characteristics
- Assess the kind of work conditions and environment that is right for you

Is this section really for you?

This section will help you to make sure the job you're searching for is a pretty good "fit" for you and your skills.

Here's a quick check-in to see if this section is relevant to you:

1. *I am clear about what kind of work I want.*

No
 Sort of
 Yes

2. *I can describe my skills, interests and values.*

No
 Sort of
 Yes

3. *I know the kind of work environment/work conditions that would suit me.*

No
 Sort of
 Yes

4. *I can explain what makes the kind of work I want right for me.*

No
 Sort of
 Yes

If you did **NOT** answer a full "YES" to one or more of these questions, then this section could be useful to you.

If all your answers were a full "YES", you can go directly to **SECTION 2 (Get Ready) on page 15.**

Very few people ever find a job which is a "perfect fit" for them and sometimes, finding a good fit is not easy...

BUT, the closer you can come to finding work which is a good match for you and your skills, the better the chance you'll be happy and successful in that job.

One way to check if a job is right for you is to MAP your work goal.

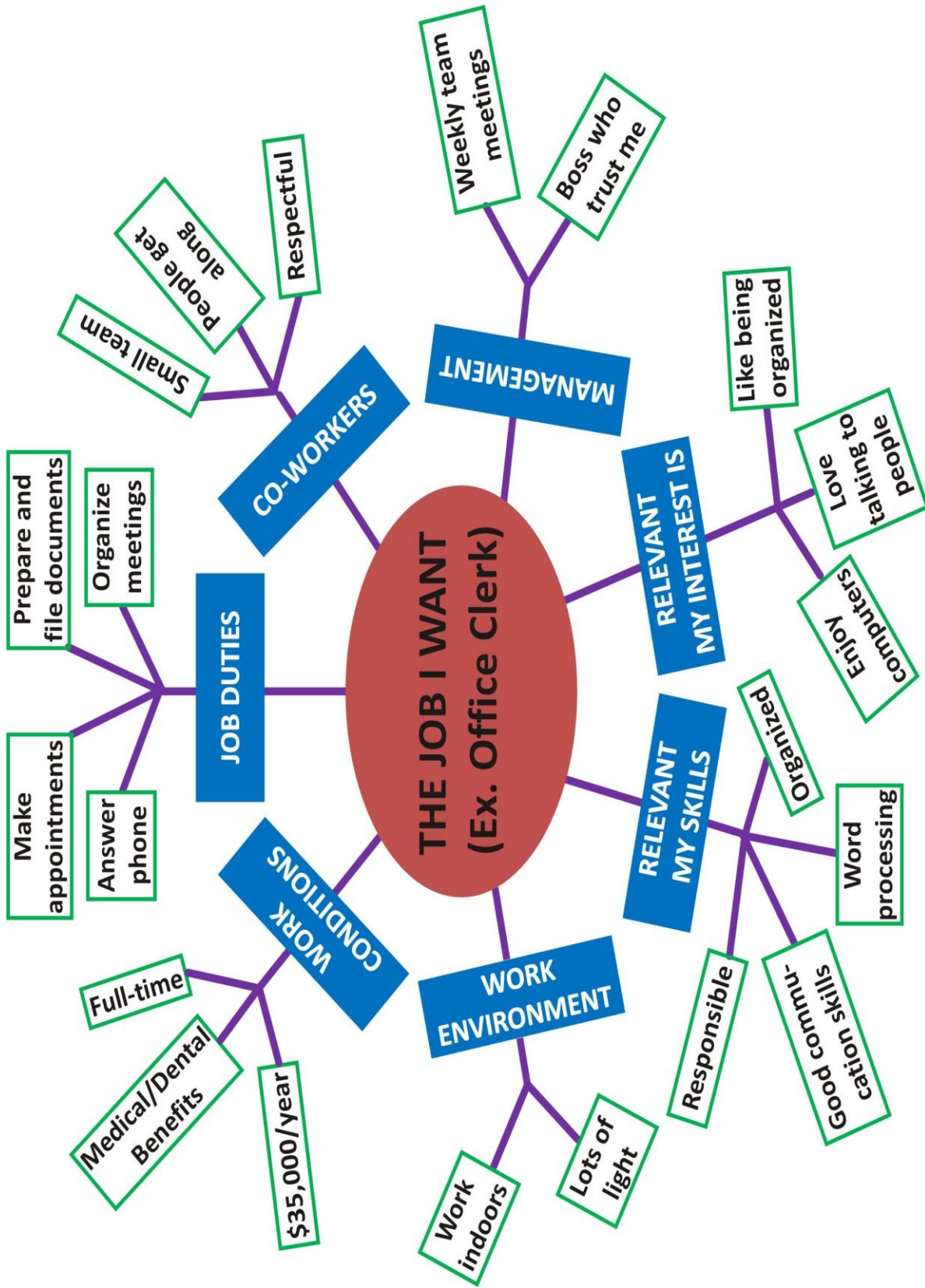
On the next page is an example of what a completed map might look like:

The desired job is in the middle and around it are things which are important to this job seeker. Knowing these things will help the job seeker to decide:

- which specific employers to target;
- the kinds of questions to ask possible employers; and
- how to tailor their résumé and other work search tools.

The clearer the job seeker is the more likely they will get to their desired job.

1. CHECK FOR "FIT"



The sample map on the previous page has lots of detail. You might not have quite so much, but the more you include the more useful the map will be to you.

*So... now think about your own situation.
What do you really want from work at this point in your life?*

Here are some questions which will help you create your own map.

- What kind of job are you looking for? *(This will go in the centre of your map.)*

- What work conditions are really important to you? *(Your answers to these questions will go next to "**WORK CONDITIONS**")*
 - What hours do you want to work?
 - What rate of pay do you need/expect?
 - Are there specific benefits that are especially important to me?
 - Do you care whether you get dirty?
 - Do you care what the dress code is?
 - Will safety be a concern in the job you want?
 - Would you like the chance to travel?

- What kinds of job duties do you want to have? *(Your answers to these questions will go next to "**JOB DUTIES**")*
 - Will you be doing any heavy labour or lifting?
 - Do you want to do paperwork and filing?
 - Will you deal with the public?
 - Do you want to work more with people, things or information?

- What kind of people do you hope to work with? (*Your answers to these questions will go next to "CO-WORKERS"*)
 - Do you want to do more team work or work more on your own?
 - What kinds of people do you work best with?
- What kind of management/supervision do you want? (*Your answers to these questions will go next to "MANAGEMENT"*)
 - What kind of supervisor are you looking for?
 - Do you want to be closely supported or left alone by your boss?
- How good a "match" is this work to your interests? (*Your answers to these questions will go next to "MY RELEVANT INTERESTS"*)
 - What do you really love doing that you can do in your future job?
 - What are you really interested in about this work?
- How good a "match" is this work to your skills? (*Your answers to these questions will go next to "MY RELEVANT SKILLS"*)
 - What are you really good at that you want to use in your future job?
- What kind of work environment do you want? (*Your answers to these questions will go next to "WORK ENVIRONMENT"*)
 - Do you prefer to work mostly/completely indoors or outdoors?
 - What kind of work space do you want to have?
 - What is most important to you in your surroundings while you work?

Your Map

Use this blank page to create your own map. Take note of your answers to the questions on the previous two pages and include them in your map.

WHAT CAN YOU LEARN FROM YOUR MAP?

Think about these questions:

- To what extent does the work you want meet your work conditions?
- As you think about the job duties you'd like to be doing, does the job you have in mind give you the chance to do these?
- Will the job you're interested in likely have the kind of co-workers you work best with?
- To what extent will the supervision in the job you have in mind be a good "fit" for the kind of management that works best for you?
- To what extent will you be able to do things that interest you on the job?
- To what extent will you be able to use your strengths and skills at work?
- As you think about the kind of work environment for the job you're considering, how likely is it to meet your expectations?

LOOK AT YOUR MAP AS A WHOLE...

IS THE WORK YOU THOUGHT YOU WANTED A GOOD "FIT" FOR YOU?



If your answer is YES, then **CONGRATULATIONS!!** It's time to move on to **Section 2: GET READY.**

If your answer is SORT OF or NO, it means you need a bit more preparation before you're ready to move ahead with your work search. The next page will give you some ideas of what to do.

If you're not sure that the job you had in mind is such a good "fit" after all, it's important to take some time exploring what kind of work might be a better match for you.

There are many ways to do this. One option is to download the [CAREER DECISION-MAKING GUIDE](#). Like this guide, it is intended to walk you through the steps you'll need to get to where you want to go – and it is especially focused on helping you get clear on the kind of work you want to pursue.

TIP: Be sure to use your map throughout your job search. It will help you to stay on track and make decisions.

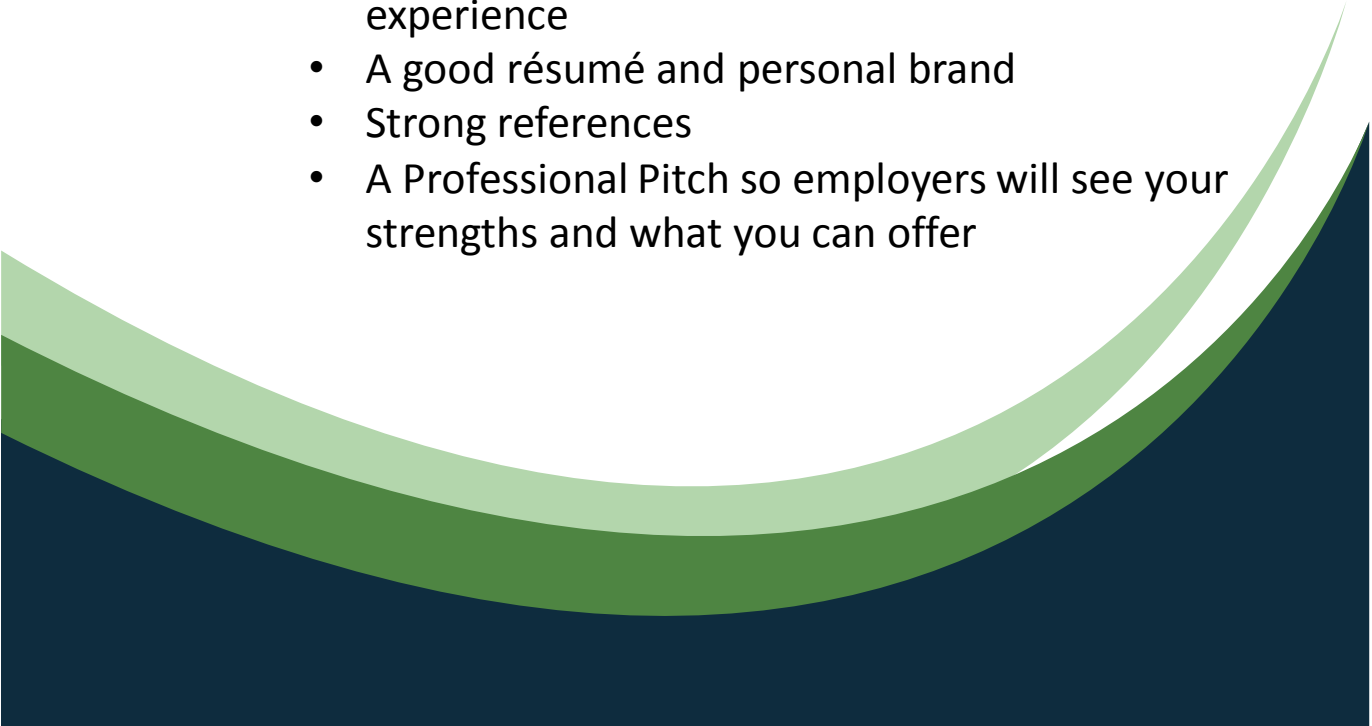


JOB SEARCH GUIDE

SECTION 2

2: GET READY

Do you have the tools to market yourself to possible employers?

- A current and complete list of your skills, education, training, work and volunteer experience
 - A good résumé and personal brand
 - Strong references
 - A Professional Pitch so employers will see your strengths and what you can offer
- 

Is this section really for you?

Here's a quick check-in to see if this section is relevant to you:

1. I have a good list of my skills, education, training, work and volunteer experience.

|-----|-----|
No Sort of Yes

2. I have a current résumé that really shows employers what I have to offer.

|-----|-----|
No Sort of Yes

3. I know at least 3 people who will speak positively about my strengths at work *and* I know how to help them support my work search efforts.

|-----|-----|
No Sort of Yes

4. I have a career pitch memorized so I am ready to present myself well to potential employers.

|-----|-----|
No Sort of Yes

IF YOU DID **NOT** ANSWER A FULL "YES" TO ONE OR MORE OF THESE QUESTIONS, THEN THIS SECTION COULD BE USEFUL TO YOU.

IF ALL YOUR ANSWERS WERE A FULL YES, YOU CAN GO DIRECTLY TO
SECTION 3 (SEARCH FOR WORK) page 59.

The first part of Section 2 will help you to:

- ✓ Have a current and complete list of your skills, education, training, work and volunteer experience; and
- ✓ Create a good résumé.

There are MANY websites which can help you to inventory your skills, education, training, work and volunteer experience in order to build a strong résumé.

This guide offers you two alternatives – one paper-based and the other online.

OPTION 1: USE ONLINE RESOURCES TO CREATE YOUR RÉSUMÉ

You can use Career Cruising. You can visit your local library, high school guidance department, post-secondary Career Centre or provincial/territorial employment services for free access codes and instruction on how to use the resource tool.

OPTION 2: CREATE YOUR RÉSUMÉ USING THIS GUIDE

If you prefer to work with paper and pen, then use pages 19-38 of this guide to follow a step-by-step process for building your résumé. As you work through this section, remember...

TIP: Employers want to meet the same person they read about on paper. It is important that you provide a true reflection of yourself.

There are several different types of résumés. Each one has specific advantages and disadvantages. This guide will help you to choose the one that is best suited to you and your situation.

Whatever type of résumé you choose, however, the first step is to have a current and complete list of your skills, education, training, work and volunteer experience.

Of course, you can also feel free to use both options and combine the results to create your résumé. Do whatever works best for you!

Go to the next page to get started with Option 2.

Complete these charts as fully as you can. The information you record will give you everything you need to create a winning résumé.

Work History:

List from most recent to least recent

Position	Company/Organization	City	Year

Education/Training:

List from most recent to least recent

Degree, Diploma, Certificate or Specific Courses	Institution/School	City	Year

Volunteer/Community Involvement:

List from most recent to least recent

Position	Organization	City	Year

Skills:

This is the most important section. It is the part employers will typically pay most attention to.

*Skills are things you **can do** well.*

Very often, we underestimate what we can do. The following pages will help you to think about your past experience and find words to describe your skills.

As you complete the next pages, identify as many skills as you think you have. You may want to use the following resources to help you identify your skills

- Job Bank (http://www.jobbank.gc.ca/report_skillknowledge-eng.do?action=search_form)
- Essential Skills (<http://www.esdc.gc.ca/eng/jobs/les/index.shtml>):

- **Skills and Knowledge:**

TIP: Ask yourself if you could provide one example of how you used a skill you select. If you can think of a concrete example, you have the skill!

The first work sheets (on pages 26) will help you to identify **Job Related Skills**. These are skills you have used in your past work experience (paid, unpaid or volunteer).

If you have trouble finding the right words to describe your Job Related Skills, you can refer to pages 27-31. There you'll find a long list of skills that are typically used in various jobs (**Skill Areas**). No doubt only some skills will apply to you. You can scan down the list and circle any you think you have and then record these on your Job Related Skills work sheets.

Next, you'll find work sheets (pages 33-35) to help you to identify your **Transferable Skills**. These are important because they are skills you can use in many different jobs.

Finally, you'll find **Summary Sheets** (on pages 36-37) where you can record your strongest/favourite Transferable Skills and your key Job Related Skills.

TIP: Don't be modest!

JOB RELATED SKILLS

Job related skills are the skills you have used in specific work you've done.

For example:

- An office worker needs computer and keyboarding skills;
- A mechanic needs to know how to use tools; and
- A cashier needs to know how to make change.

Job Related Skills can be built through training, paid work experience, volunteer work or work you've done in your home or community.

On page 26, you'll be asked to recall the duties, tasks or responsibilities you've had in various jobs. Then you'll be asked to identify the skills you had to have in order to do those duties.

TIP: Use "skill sentences" to describe your skills. A skill sentence starts off with an action verb – something you actually did. These stand out to employers looking at your résumé because they not only say what you can do, but also provide "proof" of when you did it.

Here's an example of what we're asking you to do:

Work: Server at Flo's Coffee Shop

Duties , tasks or responsibilities	Skills sentences
<ul style="list-style-type: none"> • Baker • Server - coffees and teas 	<ul style="list-style-type: none"> • Followed complex instructions and schedule • Used equipment
<ul style="list-style-type: none"> • Cashier 	<ul style="list-style-type: none"> • Made change accurately • Balanced the day's receipts
<ul style="list-style-type: none"> • Customer Service 	<ul style="list-style-type: none"> • Received Employee of the Month award for providing friendly and quality service • Managed long line ups and pressure situations • Responded professionally to customer complaints

MY JOB RELATED SKILLS

Now it's your turn. On the next pages, you'll find several charts where you can record information about the kind of different work you've done. You may refer to pages 19-21 where you summarized your work history, education, training and volunteer experience. Try to complete a chart for each of these experiences. Make as many copies of the worksheet as you need.

TIP: Remember to try to use action verbs in your skill sentences. If you have some difficulty finding action words, use the Skill Areas list found on pages 27-31.

Work/volunteer/learning experience you've had: _____

Duties , tasks or responsibilities	Skills sentences

Work/volunteer/learning experience you've had: _____

Duties , tasks or responsibilities	Skills sentences

SKILL AREAS:*(Adapted in part from: The Damn Good Resume Guide)*

Look for job titles that are “close” to some of your work or volunteer experience to find skills that you have.

Receptionist

- Organize files
- Answer phones
- Communicate effectively
- Use Computer Systems
- Deal with Customer Complaints Professionally
- Screen Calls/Requests
- Manage Time
- Adapt to Change
- Juggle Many Tasks at Once/Prioritize Work

Carpenter

- Calculate
- Estimate
- Use Eye-Hand Coordination
- Use Manual Dexterity
- Be Physically Fit
- Have Good Balance

Sales Representative

- Present and Market Products/Ideas Effectively
- Communicate Effectively
- Develop and Maintain Positive Relationships with Customers
- Apply Effective Sales Techniques
- Build Strong Networks
- Present Confidently

Construction Labourer

- Use Geometry
- Use Hand-Eye Coordination
- Be Able to Work Effectively in a Team
- Follow Instructions
- Be on Time
- Apply Safety Codes
- Work Under Variable Conditions
- Adapt to Change

Accountant

- Manage Bookkeeping
- Operate Computerized Accounting Systems
- Pay Attention to Detail
- Work with Precision and Accuracy
- Be Responsible

Substitute Teacher

- Teach Children/Adults
- Plan
- Organize
- Give Clear Instructions
- Be Sensitive to Cultural/Racial Differences
- Be Flexible
- Adapt to Change
- Follow a Schedule
- Manage Time

Marketing and Public Relations

- Promote an Idea or Product
- Assess Potential Markets
- Relate to the Public
- Respond to Complaints/Concerns Professionally
- Accurately Assess Limits of Competence/Responsibility
- Communicate Professionally

School Counsellor

- Counsel Individuals
- Administer Tests/Evaluations
- Facilitate Groups
- Listen Effectively
- Demonstrate Sound Judgement
- Apply Codes of Confidentiality and Appropriate Conduct

Cleaner

- Read Instructions and Labels
- Relate Professionally to Customers
- Work Safely
- Estimate
- Measure
- Be Responsible
- Follow a Schedule
- Manage Time
- Customer Service

Research Chemist

- Apply Quality Control Standards
- Manage Projects
- Analyze Data
- Read Instrumentation

Program Developer

- Administer Budgets
- Assess Community Needs
- Organize Information/Ideas in Sequence
- Build and Maintain a Network
- Manage People and Tasks

Massage Therapist

- Administer Non-Invasive Pain Control
- Apply Sport Massage/Sports Therapy Techniques
- Assess Needs
- Educate Clients
- Develop Professional Affiliations
- Promote Referrals

Mediator

- Actively Listen
- Provide Feedback
- Analyze and Organize Information
- Summarize Information/Ideas
- Resolve Conflicts
- Teach/Educate Clients

Fitness Consultant

- Apply Training Techniques
- Consult with Individuals
- Assess Needs
- Design Tailored Fitness Programs
- Teach Clients
- Motivate Clients
- Manage Time
- Follow a Schedule

Private Investigator

- Identify Relevant Information
- Interview Sources
- Demonstrate Good Judgement
- Respect Confidentiality
- Investigate Leads
- Work Safely
- Work Independently

Union Business Agent

- Negotiate Contracts
- Deal Professionally with Grievances
- Interpret and Enforce Contracts
- Organize Workers
- Administer Rules/Regulations

Information Specialist

- Analyze Information Needs
- Advise Clients
- Research
- Write
- Manage Data

Fire Fighter

- Evaluate Risk/Safety
- Manage Crisis Situations
- Respond Accurately and Quickly
- Implement Safety Regulations
- Follow Instructions
- Adapt to Change
- Administer Medical Interventions
- Work Effectively with a Team
- Be Reliable
- Deal Effectively with the Public
- Use Equipment

Parish Minister

- Counsel Parishioners
- Deliver Pastoral Services
- Deliver Religious Education
- Plan and Execute Worship Services
- Administer Parish Office
- Manage Staff and Committees

Wardrobe Assistant

- Follow a Schedule
- Manage Appointments
- Ensure Inventory Levels
- Maintain/Repair Costumes
- Sew
- Manage Accounts
- Shop for Supplies
- Anticipate Needs

Regional Planner

- Assess Land Use
- Assess Economic Impacts
- Set Priorities
- Prepare and Present Plans

Assistant Manager Trainee

- Develop and Maintain Positive Relations with Staff
- Apply Rules/Regulations Fairly
- Communicate Clearly
- Be Responsible and Reliable
- Understand All Job Duties
- Provide Staff with Appropriate Support and Supervision
- Manage Money/Budgets
- Report to Manager

Truck Driver

- Manage Time
- Record Information Accurately
- Adapt to Changing Conditions
- Apply Safety Rules/Regulations
- Work Independently
- Maintain Alertness Under Difficult Conditions
- Assess Risk
- Use Sound Judgement

Cashier

- Calculate Change
- Use Equipment
- Balance Day's Receipts
- Deal Professionally with Customer Complaints
- Work Independently
- Provide Good Customer Service
- Listen
- Pay Attention to Detail
- Be Responsible and Reliable
- Follow a Schedule
- Deal with Multiple Demands

Look for skill areas that are relevant to you:

Communication Skills

Advise
Approach
Assess
Clarify
Communicate
Define
Identify
Influence
Inform
Interpret
Train
Interview
Market
Teach
Negotiate
Transmit
Write

Creative Skills

Arrange
Act
Conceive
Cook
Create
Demonstrate
Design
Develop
Devise
Draft

Research Skills

Generate
Forecast
Improvise
Innovate
Invent
Modify
Perform
Produce
Predict
Re-design

Information & Number Skills

Analyze
Budget
Calculate
Catalogue
Check
Compare
Compile
Edit
Estimate
Examine
Evaluate
Exchange
Familiarize
Index
Inspect
Investigate
Manipulate
Memorize

Reconcile
Report
Research
Review
Scan
Schedule
Screen
Select
Standardize
Survey
Synthesize
Systematize
Verify
Process
Program
Qualify
Organize

Manual & Mechanical Skills

Adjust
Apply
Assemble
Build
Construct
Contract
Detail
Distribute
Handle
Install
Operate
Produce
Repair
Service

People Skills

Aid
Assist
Collaborate
Consult
Co-operate
Correct
Counsel
Enforce
Exhibit
Encourage
Enlist
Instruct
Mediate
Moderate
Renew
Resolve
Serve
Support

Results-Oriented Skills

Accomplish	Expand	Provide	Stimulate
Achieve	Expedite	Realize	Streamline
Adapt	Formulate	Recommend	Strengthen
Advertise	Furnish	Rectify	Structure
Assign	Govern	Reduce	Submit
Attain	Head	Revamp	Succeed
Complete	Hire	Reorganize	Summarize
Contribute	Improve	Revise	Transfer
Delegate	Increase	Revitalize	Troubleshoot
Decrease	Introduce	Risk	Uncover
Double	Maintain	Save	Unify
Eliminate	Multiply	Settle	Update
Employ	Obtain	Simplify	Upgrade
Enlarge	Open	Sell	Utilize
Establish	Prepare	Solve	Widen
Execute	Propose	Staff	Win

MY TRANSFERABLE SKILLS

You not only have Job Related Skills. You also have “Transferable Skills”.

These are skills you can use in many kinds of work.

You can develop Transferable Skills in many different ways: from paid work, unpaid work, volunteering, parenting, and through hobbies.

Transferable Skills are very important. In fact, some employers think they are the MOST important skills.

MY TRANSFERABLE SKILLS

Here is a list of transferable skills. Check off as many as you have... and remember, don't be modest!

<p>Key Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Meet deadlines <input type="checkbox"/> Supervise others <input type="checkbox"/> Solve problems <input type="checkbox"/> Teach others and give clear instructions <input type="checkbox"/> Manage people <input type="checkbox"/> Organize and manage projects <input type="checkbox"/> Speak in public <input type="checkbox"/> Accept responsibility <input type="checkbox"/> Plan daily work, or special events 	<p>Hands-on Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Assemble kits <input type="checkbox"/> Build or repair things <input type="checkbox"/> Work well with my hands <input type="checkbox"/> Operate tools, machinery <input type="checkbox"/> Use complex equipment <input type="checkbox"/> Drive or operate vehicles <input type="checkbox"/> Inspect and maintain equipment or vehicles
<p>Data/information Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Make a budget, manage money <input type="checkbox"/> Record facts, classify information by date <input type="checkbox"/> Analyze data, audit and maintain records <input type="checkbox"/> Check information for accuracy <input type="checkbox"/> Pay attention to details <input type="checkbox"/> Investigate and clarify results <input type="checkbox"/> Locate answers, gather information <input type="checkbox"/> Calculate or compute <input type="checkbox"/> Evaluate <input type="checkbox"/> Take inventory <input type="checkbox"/> Keep financial records <input type="checkbox"/> Research and write reports 	<p>People Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Help and care for others <input type="checkbox"/> Manage conflicts, resolve issues <input type="checkbox"/> Counsel people <input type="checkbox"/> Be tactful and diplomatic <input type="checkbox"/> Interview people <input type="checkbox"/> Be kind and understanding <input type="checkbox"/> Be a good listener <input type="checkbox"/> Negotiate <input type="checkbox"/> Be outgoing <input type="checkbox"/> Show patience <input type="checkbox"/> Be pleasant and sociable <input type="checkbox"/> Supervise, teach <input type="checkbox"/> Be tough when necessary <input type="checkbox"/> Trust people, my instincts
<p>Verbal/Communication Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Clearly express myself <input type="checkbox"/> Talk easily with others <input type="checkbox"/> Create and talk about new ideas <input type="checkbox"/> Design presentations <input type="checkbox"/> Be inventive <input type="checkbox"/> Conduct research in a library or on the Internet <input type="checkbox"/> Set up my own network of experts, or helpers <input type="checkbox"/> Be logical <input type="checkbox"/> Speak in public <input type="checkbox"/> Write clear and concise reports <input type="checkbox"/> Work well with others 	<p>Creative/Artistic Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Be artistic <input type="checkbox"/> Write short stories or articles <input type="checkbox"/> Draw or create other art <input type="checkbox"/> Express myself through music, poetry or art <input type="checkbox"/> Design posters, draw cartoons and illustrations <input type="checkbox"/> Perform and act <input type="checkbox"/> Present artistic ideas <input type="checkbox"/> Dance, create body movement <input type="checkbox"/> Use computers to create presentations <input type="checkbox"/> Design and layout web pages <input type="checkbox"/> Achieve high scores in video games

<p>Leadership Skills: <i>I can...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Arrange meetings or social functions <input type="checkbox"/> Be competitive when necessary <input type="checkbox"/> Make decisions <input type="checkbox"/> Direct the work of others <input type="checkbox"/> Help set goals for my team <input type="checkbox"/> Explain things to others <input type="checkbox"/> Solve problems <input type="checkbox"/> Motivate people <input type="checkbox"/> Settle disagreements <input type="checkbox"/> Plan activities and put them into action <input type="checkbox"/> Take risks when necessary <input type="checkbox"/> Organize and chair a meeting <input type="checkbox"/> Show self-confidence 	<p>Personal Skills: <i>I am...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Accurate <input type="checkbox"/> Adaptable <input type="checkbox"/> Adventurous <input type="checkbox"/> Alert <input type="checkbox"/> Ambitious <input type="checkbox"/> Amiable <input type="checkbox"/> Analytical <input type="checkbox"/> Articulate <input type="checkbox"/> Assertive <input type="checkbox"/> Broad-minded <input type="checkbox"/> Calm <input type="checkbox"/> Capable <input type="checkbox"/> Careful
<p>Personal Skills (continued): <i>I am...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Cautious <input type="checkbox"/> Charitable <input type="checkbox"/> Cheerful <input type="checkbox"/> Compassionate <input type="checkbox"/> Competent <input type="checkbox"/> Competitive <input type="checkbox"/> Confident <input type="checkbox"/> Conscientious <input type="checkbox"/> Considerate <input type="checkbox"/> Consistent <input type="checkbox"/> Constructive <input type="checkbox"/> Cool-headed <input type="checkbox"/> Cooperative/Courageous <input type="checkbox"/> Courteous <input type="checkbox"/> Creative <input type="checkbox"/> Curious <input type="checkbox"/> Decisive <input type="checkbox"/> Dedicated <input type="checkbox"/> Dependable <input type="checkbox"/> Determined <input type="checkbox"/> Disciplined <input type="checkbox"/> Discreet <input type="checkbox"/> Easy-going <input type="checkbox"/> Efficient <input type="checkbox"/> Energetic <input type="checkbox"/> Enterprising <input type="checkbox"/> Flexible <input type="checkbox"/> Forceful <input type="checkbox"/> Friendly 	<p>Personal Skills (continued): <i>I am...</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Mature <input type="checkbox"/> Meticulous <input type="checkbox"/> Motivating <input type="checkbox"/> Objective <input type="checkbox"/> Obliging <input type="checkbox"/> Open-minded <input type="checkbox"/> Optimistic <input type="checkbox"/> Original <input type="checkbox"/> Organized <input type="checkbox"/> Outgoing <input type="checkbox"/> Patient <input type="checkbox"/> People-oriented <input type="checkbox"/> Persistent <input type="checkbox"/> Perceptive <input type="checkbox"/> Positive <input type="checkbox"/> Practical <input type="checkbox"/> Productive <input type="checkbox"/> Professional <input type="checkbox"/> Progressive <input type="checkbox"/> Prudent <input type="checkbox"/> Punctual <input type="checkbox"/> Quick <input type="checkbox"/> Realistic <input type="checkbox"/> Reliable <input type="checkbox"/> Resourceful <input type="checkbox"/> Responsible <input type="checkbox"/> Self-confident <input type="checkbox"/> Self-reliant <input type="checkbox"/> Sensitive

- Generous
- Hard-working
- Helpful
- Honest
- Humorous
- Imaginative
- Independent
- Industrious
- Innovative
- Introspective
- Logical
- Loyal

- Sincere
- Sociable
- Spontaneous
- Stable
- Steady
- Supportive
- Systematic
- Tactful
- Thoughtful
- Tolerant
- Trustworthy
- Versatile

SUMMARY SHEET: TRANSFERABLE SKILLS

Now it's time to identify your most important Transferable Skills – the ones you want to continue to use in your next job. These will be the skills you want to highlight in your résumé and career pitch.

Look back over the transferable skills you circled on pages 33-35. Decide which ones you think are your strongest and which ones are your favourites (i.e. you enjoy using the most). Sometimes these will be the same, but not always.

5 STRONGEST TRANSFERABLE SKILLS	5 FAVOURITE TRANSFERABLE SKILLS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

SUMMARY SHEET: JOB RELATED SKILLS

Now, go back over page 26. What Job Related Skills stand out to you as your strongest and favourite (i.e. the ones you enjoyed using the most)?

5 STRONGEST JOB RELATED SKILLS	5 FAVOURITE JOB RELATED SKILLS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

CONGRATULATIONS!!

You are now ready to put together a winning résumé.

Now it's time to decide what type of résumé is best for you.

Again, you have 2 options:

OPTION 1:

You can use Career Cruising.

OPTION 2:

You can build your own résumé on paper and transfer it to computer later. If you choose this option, the next pages of this guide will help you.

TIP: Whichever option you choose, you will want to eventually have your résumé on computer and saved on a memory stick or disk. The Employment Resource Centre staff can help you with this.

What is the best kind of résumé for you?

Before you actually create your résumé, you'll want to decide what type of résumé will work best for you.

There are four different types of résumés:

- Chronological
- Functional
- Combination
- Electronic

On the next pages, you'll find:

- A description of each type of résumé, including their relative advantages and limitations; AND
- A sample of each type of résumé.

CHRONOLOGICAL RÉSUMÉ

A chronological résumé provides a record of your work history and education in sequence (typically from the most recent to the least recent). It has traditionally been the most common résumé format.

Advantages of the Chronological Résumé:

- Employers are very familiar with this format
- It is fairly easy to develop
- It highlights steady and/or clearly relevant employment and training
- It allows employer to easily compare work history and education/training with the job description

Disadvantages of the Chronological Résumé:

- It may show gaps in employment and education history
- It may not emphasize accomplishments, particularly if these occurred during volunteer work or other extracurricular activities

Use a Chronological Résumé if...

- you don't know much about your prospective employer
- you have a solid work history with few or no gaps
- the expectations of the job you are applying for is a good match for your work experience and educational background

Avoid it when you have...

- performance problems
- not advanced or developed on-the-job with your previous work
- made many job changes
- had long periods of unemployment
- have decided to change your career

SAMPLE OF CHRONOLOGICAL RÉSUMÉ

KELLY THOMPSON
17 Switzer Drive
Hinton, Alberta T7V1V1
Telephone: 780.865.6037

OBJECTIVE: *To secure a challenging position in Marketing.*

WORK HISTORY:

Assistant Marketing Agent, Vive La Difference Theatre
(May 2011 - present)

Organize and implement special events, execute annual subscription campaign, and increase awareness of the theatre through targeted media promotion, such as writing press releases and using social media.

Display Assistant, Q-Mart Company
(March 2010 – March 2011)

Increased sales through creative merchandise displays, tailored displays for special promotions and developed set designs for windows.

Sales Clerk, Braydon Dress Shoppe
(April 2009 – January 2010)

Was recognized by owner for excellent customer service, demonstrated accuracy in handling cash and prepared bank deposits.

EDUCATION:

Certificate in Sales, Donald School of Business, Red Deer College (2008-2009)

High School Diploma, Gerard Redmond Community Catholic School, Hinton (2007)

OTHER ACTIVITIES:

Participate in team sports such as baseball, volleyball, and soccer.
Enjoy photography, drawing and design.

REFERENCES: Available upon request

SKILLS/FUNCTIONAL RÉSUMÉ

A skills/functional résumé provides a record of your skills and accomplishments, but does not include a record of dates. This résumé highlights your skills and abilities rather than your work history (actual jobs/positions held).

If there are gaps in your employment history (ex. you are trying to find work after a long period of unemployment, being in prison or a significant period of illness), or you have minimal work experience, this may be a better format than the chronological résumé format for you.

Advantages of the Skills/Functional Résumé:

- It may be preferable if your past employment/education is not related to the type of work you are searching for now
- If you don't have much work experience, you can demonstrate skills you've learned in other settings
- It emphasizes transferable skills

Disadvantages of the Skills/Functional Résumé:

- It's often more difficult to develop this type of résumé
- The absence of dates may create doubt for employers since employers are not as familiar with this format

Use a Skills/Functional Résumé when...

- You have held several unrelated jobs and/or have changed jobs frequently
- The position you are applying for is not in line with your past work experience or education/training
- There are long gaps between jobs in your work history
- Your career has taken a number of turns
- You are re-entering the workforce after being unemployed for a long time
- You have little formal work history and/or education

SAMPLE OF SKILLS/FUNCTIONAL RÉSUMÉ

SALLY JAMES

220 Centennial Avenue
Selkirk, Manitoba R1A 0C8
Tel: (204) 482-3327

SKILLS

Administrative and Organizational

- plan itineraries and schedule travel arrangements
- plan and coordinate meetings and agendas
- design functional filing system
- answer phones and direct calls effectively

Communications and Human Relations

- liaise with employees and supervisors
- interact with government officials, clients, employees and volunteers
- use e-mail and a variety of software programs

Writing and Research

- conduct Internet research on any topic
- write up reports with notes provided by supervisor
- serve as committee member for writing the staff newsletter

WORK HISTORY

Summer Student at the Boys and Girls Club Headquarters, Selkirk
Administrative Assistant at the Volunteer Action Centre, Selkirk

EDUCATION

High school upgrading courses
First Aid and CPR Training
Numerous courses on computer applications

REFERENCES AVAILABLE UPON REQUEST

COMBINATION RÉSUMÉ

A combination résumé combines both the chronological and skills/functional résumé, highlighting relevant skills and accomplishments and providing a sequential listing of employment and education.

If you want to emphasize strong skills and a solid work history, this is likely the best format to use.

Advantages of the Combination Résumé:

- It presents a more complete picture
- It highlights both skills and employment/education history
- It includes dates, which is information employers often want to see

Disadvantages of the Combination Résumé:

- It can be a bit more work to do well
- It may get lengthy
- It will show gaps in dates if you have periods of unemployment

Use a Combination Résumé when...

- You want to highlight your transferable skills
- You have a consistent work history with demonstrated growth
- There is nothing in your skills/work history you would rather not highlight

SAMPLE OF COMBINATION RÉSUMÉ

TERRY MALONE

222 First Street
Brooks, Alberta
T1R 0V7

Telephone: (403) 362-4545

Fax: (403) 362-5454

Objective: *To obtain work as an apprentice welder.*

Qualifications

- Demonstrated capacity to sever, clamp and weld electric metals in piping and beams
- 3 years' experience in working with different materials on diverse construction sites
- Scored in the top 5th percentile on mechanical skills and interest on the ALMP exam
- Prevented costly errors by checking for defects and cleaning metals before welding
- Certified in First Aid and CPR

Personal Attributes

- Able to work well with little supervision
- Strong manual dexterity and excellent endurance
- Able to work carefully with attention to detail but still maintain deadlines
- Patient, honest, communicate well and work as part of a team

Work History

Apprentice Welder ATO Company, Calgary, Alberta
February 2011 – March 2012

Labourer Freeman Warehouse, Brooks, Alberta
October 2009 - October 2010

Education

Grade 12, 2009 St. Joseph's Collegiate, Brooks, Alberta

References: Available Upon Request

ELECTRONIC RÉSUMÉ

An Electronic Résumé can follow any of the 3 styles previously described. The big difference is that it is built specifically so it can be easily scanned into an electronic résumé tracking system. This means it must be quite plain, include no graphics and use no italics, text boxes or non-standard font sizes/types.

Once your electronic résumé is scanned into the tracking system, it can be retrieved by the company you're applying to. They will scan it for key words that are important to the job they're trying to fill. Look for key words in the job ad or company brochure/website. The more of these words your résumé includes, the more likely you will be chosen as a possible candidate.

You can either incorporate key word nouns into the body of your résumé, or you can write a key word summary to describe your qualifications. Some web sites (such as Career Cruising) allow you to build your electronic résumé online.

<p>Advantages of the Electronic Résumé:</p> <ul style="list-style-type: none"> • It allows flexibility with respect to choosing any of the three previous formats • If used in combination with the hard copy, it increases the exposure of the résumé (particularly in the high tech field) by tapping into résumé tracking systems • The use of appropriate key words can lead to matches that fit your skills/preferences 	<p>Disadvantages of the Electronic Résumé:</p> <ul style="list-style-type: none"> • Graphic/Design features are typically lost, so these cannot be used to enhance the appeal of the résumé • Choosing the "right" key words can be tricky – Companies, even within the same sector, may not be consistent with respect to the words they use to flag résumés <p>If used in isolation, the exposure may be limited as many sectors do not use résumé tracking systems</p>
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Use an Electronic Résumé when...

- You want to post your résumé on an electronic job bank
- You are applying for jobs in the high-tech sector
- You are using Career Cruising or another résumé writing website to guide the formatting of your electronic résumé

Writing your résumé

Now that you have chosen the best résumé style for you, you are ready to go!

Get a blank sheet of paper (or open a Word document on your computer). You'll want to have the information you recorded about yourself from pages 19-21 and pages 36-37 in front of you.

When you are writing your résumé, think of commercials or ads. The ones that really grab you are often short and to the point and they give only relevant positive information.

With your résumé, you are creating a commercial about yourself. A good résumé will sell you to employers!

Depending on the format you've chosen, here's a summary of key résumé sections:

- **Highlights of Qualifications/Skills:**

This can also be titled: Summary, Highlights or Profile.

This section of your résumé gives the employer a quick summary of your relevant experience, skills, formal training and/or credentials. It may include one significant accomplishment and/or 1-2 special skills or abilities that are related to your work objective. You can also make reference to values that are important to you, your commitment or philosophy if appropriate.

- **Relevant Skills and Experience:**

This may also be titled: Talents, Accomplishments, Achievements, Strengths, Areas of Effectiveness, Professional Attributes, Results Achieved, or Capabilities.

This section should focus on action words and measurable accomplishments. The value or benefit you bring to the company/organization should be described, as well as activities you want to do in the future that are relevant to the job to which you are applying.

- **Employment History:**

This may also be titled Employment, Employment Background, Employment History, Work History, Work Experience, Professional Experience, Career Experience, Experience Highlights or Experience Background (these last two are especially appropriate if you do not have paid work to list).

This may include paid, volunteer, contract or part-time work, or work placements. The job title, name of organization, city, province and start/end dates should be included.

- **Educational History:**

This may also be titled Educational Highlights, Education and Training, Education Background, Education and Development or Educational Development.

This section should include your education and training that is relevant to the work you're seeking. It should include schools attended, with the date of program completion. Workshops, training courses, certificate programs and other relevant credentials may be added.

- **Interests:**

This may also be titled Hobbies, Leisure Activities or Recreation and Leisure Interests.

This section is optional and should focus on activities that have relevance to the work being sought.

- **Volunteer Work:**

This may also be titled Community Activities, Community Involvement or Leadership Roles.

This may fit into Work Experience (above) or it may have its own heading.

Résumé Cheat Sheets

You can use the following to find appropriate words to describe your qualifications, professional experience and skills.

Years/amount of experience in work being sought:

- Extensive experience maintaining...
- X years' experience in ...
- Solid X experience...
- Strong background in ...

Level/type of relevant education and/or training, memberships or associations:

- Formal education and training in...
- Diploma in ...; Member of...; Certified in...

Knowledge/Strengths that will be most of interest to employers:

- Knowledge of various business software programs
- Cut costs by X amount
- Demonstrated proficiency in ... systems
- Able to quickly master new software and apply its full range of capabilities

Self-management/Other relevant ability:

- Work well in a busy office handling a wide variety of tasks
- Self-motivated, adaptable and cooperative
- Disciplined and well organized
- Always find ways of doing things better
- Strong will to learn quickly
- Was formally recognized by past employer for excellent customer service
- Implemented a new document management system that remains in place today
- Exceptionally organized and resourceful
- Motivated to meet clients' needs and achieve success (independently and within a team)
- Strong attention to detail

Self-management/Other relevant ability (continued):

- Developed a trusting relationship with employers and employees
- Had a perfect safety record over 10 years of employment
- Was formally recognized by employer for being a strong team player
- Had the highest accuracy record in my unit (97%)
- Take pride in achieving the best possible results
- Managed the implementation of a new software system independently
- Ability to work in a high stress environment
- Had a perfect attendance record at work over the past 3 years
- Sincerely enjoy helping and providing customer service

Languages:

- Communicate fluently in both official languages
- Good English communication skills
- Communicate well with a wide range of personalities

Highlights:

Remember that employers will often read this section only. Therefore, in a nutshell, you want to address where you 'shine' – what are the highlights of how you qualify and what will you bring to the specific position to which you are applying. Use the job posting for hints of what to include.

Some examples are:

- Bachelor's Degree in Journalism
- Solid experience in planning, organizing and coordinating local music festivals
- Highly motivated by a fast-paced environment
- Excellent communication skills in both official languages

Now that you have your winning résumé, there are just 2 more steps to get ready for your active job search.

You need:

- References who will support your job search; and
- A “CareerPitch” to present to prospective employers.

REFERENCES

Before you start your job search, be sure you have a list of people who are prepared to speak positively about you and your strengths to prospective employers.

Here are 7 essential **TIPS** for finding, keeping and maximizing the benefit of your references:

1. Identify three or more people you can use as references. If you have only three references, two of these should be former employers or people who are familiar with your paid or volunteer work and your work ethics. **DO NOT USE RELATIVES.**
2. If your previous supervisor would not be a positive reference, try to use a co-worker or another supervisor who is familiar with your work.
3. Always ask permission before writing their name as a reference on your résumé.
4. Ask your references what they would say about you in order to determine if they know you well enough to sell your strengths to a prospective employer.
5. Ensure your references always have an up-to-date copy of your résumé.
6. Whenever possible, prior to an interview, inform your references of the position you have applied for and the names of the company and the interviewer.
7. Keep your references informed about your work search. Ask for their feedback and thank them each time they provide you with a reference.

Sample Reference: Ms. Emily Rozin
Owner-Operator, Almonte Construction
202-756 First Avenue West
City, Province, Postal Code
T: (123) 456-7890
E: e.rozin@almonte.org

TIP: Unless stated as a requirement, do not list references on your résumé. Instead, attach them to your résumé or send them upon request.

Career Pitch

Often in job search, you are invited to drop off your résumé before actually getting an interview.

Sometimes, unexpected opportunities also may present themselves – you might meet a prospective employer unexpectedly at a sporting/community event or even in an elevator. Prospective employers can be anywhere!

A Career Pitch is a brief prepared script that you have thought of and rehearsed so that you can use it when the opportunity presents itself.

The purpose of the pitch is to give (in about 30 seconds) a strong impression of:

- Your relevant skills/strengths; and
- What value/benefits you can bring to the employer.

You want whoever you are speaking with to go away thinking:

“We should talk to this person more!”
“This person is an interesting prospect for the job!”

So, how do you prepare a great pitch? Read on to find out!

TIP: Wherever you meet a prospective employer, you want to be ready to leave them with a good first impression. Having a Career Pitch is a great way to do this!



Pitch

Elements

Most important thing employer must know about you

2nd most important thing about you

3rd most important thing about you

Example

I am a customer service rep with 5 yrs experience

I am a strong team player

I am a good problem solver

SAMPLE PITCH

"I have five years' experience in customer service and the company I was with was consistently rated very highly by customers for quality and efficiency. I struggle to think of a customer issue I have not handled or helped others on my team to handle. I am a skilled problem solver and I always approach customer issues knowing there is a win-win solution. I would like to apply my skills in a company which highly values customer service. I understand you are such a company and I would welcome the opportunity to discuss job opportunities to contribute within your company."

When developing your pitch, ask yourself:

***“What is the most important thing that
I want the employer to know about me?”***

Break your pitch down into 4 parts:

1. Opening Statement:

The opening of the pitch should be a *positioning* statement. It should focus on the field you are hoping to work in. For example, “I’m a sanitation engineer.”

2. Follow Up Statement:

The pitch should then include the *second* most important thing you want the employer to know. This thought should separate you from all the other candidates, such as, “with 10 years of front-line and 5 years of supervisory experience.”

3. Statement of Accomplishment:

The third element of the pitch is a statement of accomplishment – one thing you did well and can give an example of. Avoid too much detail. Details can wait for an actual job interview. Example: “My experience includes safety planning and scheduling. I wrote a successful work safety plan for my division.”

4. Final Statement:

The final statement in the pitch can be something like; “I’m excited about talking to you today (or someone who is hiring) because of the strong work safety component of your business.”

Creating your own Career Pitch is not always easy.

It can feel like bragging. But if it is true, it is *not* bragging. When you present your Career Pitch, you are **marketing yourself** assertively and honestly.

In job search, you need to stand out from other job seekers. In fact, that is your job until you are successful in finding your new one!

Take the time to write out a script – you will probably have to do a few versions before you feel comfortable.

TIP: It is a very good idea to practice your pitch out loud, in front of a mirror. Only you will see you. Better still, a few practices with a partner, spouse or close friend will help enormously.

A well-rehearsed pitch will also help you prepare for the standard interview question, “So, tell me about yourself”, or when asking for an interview by telephone.

In fact, NOT having a Career Pitch can be a real roadblock. No matter how confident or articulate you are, we all can get tongue-tied if we’re caught off guard – especially in a high-pressure situation, like a meeting with a prospective employer!

Often, if we can just get off to a good start with a prospective employer, then we can continue to do very well.

So... much better to feel a little awkward and uncomfortable now as you prepare your Career Pitch than to have that feeling when you meet a potential employer!

My Career Pitch (30 seconds)

Use this page to draft your Career Pitch – be sure to practice it and don't worry if you need to change it a few times before you get it right!

You are now ready to move to Section 3 and to start your active job search. You have a clear employment goal and the job search tools you need, including your:

- Résumé;
- References; and
- Career Pitch.

As you move into your job search, we suggest you also take the “3Ms” with you. They are:

1. **MOTIVATION:**

Job search is hard work and there is bound to be frustrations and disappointments along the way. You will need **MOTIVATION** to see it through. You will need to see that with each door closed there is a potential door opening. You will need to see possibilities for yourself in the labour market and be determined and persistent.

2. **MOMENTUM:**

It's like anything – a challenging project, a diet or an exercise routine – once you're underway, you get on a roll. BUT if you stop, it's hard to get back at it. To maintain your **MOMENTUM**, you need a plan with back-ups always waiting in the wings (more on this in the next section!).

3. **MONITORING:**

You will need to stay organized and on top of the job prospects you have identified. Active work search requires juggling many tasks and responsibilities. You need supports in order to stay organized and on top of the prospects (more on this too in the next section!!).

So... on to *Section 3: Search for Work!*



JOB SEARCH GUIDE

SECTION 3

3: SEARCH FOR WORK

Do I have what I need to get a job?

- List of possible employers
- Tailored work search tools & networking strategies
- Help with staying motivated during your search
- Strategies to succeed at the job interview

Is this section really for you?

The check-in for this section is easy!

I have completed the check-ins at the start of Sections 1 and 2 and assessed that

I am ready for Section 3.

- Yes
- No

I do not yet have a job offer.

- Yes
- No

IF YOU ANSWERED “YES” TO THESE QUESTIONS, THEN THIS SECTION IS FOR YOU!

This section will help you to:

- Identify potential jobs – both those advertised in “traditional” places and those in the “hidden job market”;
- Use networking to strengthen your prospects;
- Tailor your work search tools to specific opportunities; and
- Be ready for job interviews

For additional support you may want to access Job Search Strategies at:

<http://www.setyourowncpace.org/Job-Search-Guide-Marketing-Tools.html>

Active Job Search

STEP 1 in job search is to set a target of always having a list of at least 7 potential employers or potential job leads.

This will probably seem like a very heavy demand and not realistic at first.

BUT, consider this:

Next to your résumé, this is the most important job search tool you need to have!

There are two key reasons:

1. 80% of job vacancies are never advertised. In almost any community, there are likely more “hidden” jobs than advertised ones. So, your best chances of getting a job soon is to tap into the hidden market...and to do that you’ll need to do a little digging;
2. Most people need to apply for several jobs before they are successful. While we hope you’re the exception, we suggest you follow this step to avoid the discouraging scenario of running out of job prospects. Keeping your list at a minimum of 7 means that when one doesn’t work out, a back-up is always there.

STEP 2 is to start actively looking for job prospects *in both obvious and hidden places*.

Obvious Places to Search:

- **Career Beacon** - <http://www.careerbeacon.com/bhn/>

No matter where you live, consider searching for job prospects on these sites:

- www.monster.ca Search all of Canada, by province or by city.
- <http://www.jobbank.gc.ca/home-eng.do?lang=eng> Go to the Job Search section and get information about applying for jobs, job descriptions and opportunities in various government sectors. You can also go to the Job Market Trends section for information about wages, outlooks and other labour market information.

You can also find this type of information in the local newspaper - often the business section, but you have to dig for it.

Go to the end of this guide to find more job search websites and what they offer. You can also find additional resources and help at your local library, guidance office, Career Centre or employment services.

TIP: Keep track of any potential job openings or potential employers you want to pursue.

Use the tracking sheet on the next page and keep using throughout your job search so you always have information on 7 active leads.

Prospect Tracking Sheet

Company Name and Contact Information (address, phone, fax and e-mail)	Job Title/ Position Being Sought	Name of Contact Person	Contacts	Contacts	Contacts	Status
			Type of Contact (phone, face-to-face, interview...)	Date of Contact	Follow Up Steps After Contact	
Example: Jonas Technologies 32 High St., City, Prov., Postal Code T: (123) 456-7890 jeng@jonastech.org	Technical Writer	Ms. Jasmine Jeng, Manager	Cold call	3-6-15	1. Went onto company website	Job still open – need to send follow up e-mail
			Sent resume	10-6-15	2. Called Frank to find out more about position	
			E-mail follow up	12-6-15	3. Tailored resume	
			Job interview	24-6-15	4. Practiced career pitch and interview questions	
					5. Called Jasmine to follow up on application	
					1.	
					2.	
					3.	
					4.	
					5.	

3. SEARCH FOR WORK

Company Name and Contact Information (address, phone, fax and e-mail)	Job Title/ Position Being Sought	Name of Contact Person	Contacts	Contacts	Contacts	Status
			Type of Contact (phone, face-to-face, interview...)	Date of Contact	Follow Up Steps After Contact	
					1.	
					2.	
					3.	
					4.	
					5.	
					1.	
					2.	
					3.	
					4.	
					5.	

As you're identifying possible job prospects, you'll want to be finding out enough about them that you're confident they're a good "match" for you (remember Section 1!).

As you're completing the PROSPECT TRACKING SHEET, be sure that one of your Follow-Up Steps (column 6) is to use the **PROSPECT INFORMATION SHEET** on the next page to gather information about each prospect. Make as many copies of this sheet as you need (one per prospect).

Then you can assess each prospect against your "map" from Section 1 to be sure it's right for you.

Prospect Information Sheet

The Job:
Where I found out about it:
Name/Contact information for company:
Specific skills required:
Specific employment or educational background required:
Wage or Salary Offered:
Benefits Provided:

PROSPECT INFORMATION SHEET (Continued)

Size of Organization:
Company Culture (dress code, working hours, supervision, etc.):
Advancement Opportunities or Related Opportunities in the Company:
How to Apply (type of résumé, cover letter, application, etc.):
Why this job is or is not a good “fit “ for me:

Hidden Places to Search:

The “hidden” or uncommon places to look are where 80% of the job openings will be discovered.

TIP: Many employers, especially smaller ones, never advertise job openings because they cannot handle the number of job applications they might receive. Get your competitive edge by tapping into the hidden job market!

One of the best ways to tap the hidden job market is through PEOPLE you know. You may feel like you don’t know many people who could help you, but chances are you’ll be surprised!

Use your connections: your friends, family, past employers, neighbours, bank teller or grocery store cashier. You never know who can help you!

You won’t likely follow all of these suggestions, but if you do even a few your chances of success in finding “hidden” jobs will increase!

Networking Tips

- ✓ Talk to 2 of your friends and find out about their jobs.
- ✓ Contact past employers and ask for their advice.
- ✓ Talk to a family member and find out about their present job.
- ✓ Read the newspaper cover to cover and answer help wanted and read articles about any new developments and projects. Follow-up to get more information if something interests you.
- ✓ Strike up a conversation with a stranger. Never start by talking about yourself. Keep the conversation short and focused. The objective is to get your new acquaintance to talk.
- ✓ Talk to a previous co-worker and update them on your situation. You may choose to ask them for a reference letter.
- ✓ Attend a public meeting (ex. Chamber of Commerce, Community Centre, Church social) and talk to at least one person about your work objective.
- ✓ Ask 3 people who know you well for 3 names of people you could speak to about job leads.
- ✓ Join an association or an organization that interests you.
- ✓ Volunteer.
- ✓ Check bulletin boards, store signage and look for help wanted signs in windows.
- ✓ Find a company in your field. Ask if you can meet with someone within the company to find out about current developments and priorities in the field.
- ✓ Find out where key people in your industry of choice meet to socialize.
- ✓ Use directories (phone book, Chamber of Commerce) to identify 5 companies you want to target. Call each one and find out the name of the person responsible for hiring.
- ✓ Call your references. Update them on your present search and, if appropriate, ask for a reference letter.

- ✓ Go to a public office building and look at the bulletin board to get information about one company.
- ✓ Make a list of all the people you see daily (family, neighbours), weekly (grocery store clerk, bus driver and friends), monthly (bank teller, pharmacist) and occasionally (acquaintances, past co-workers, doctor or dentist).
- ✓ Talk to 2 people about their work conditions (hours, benefits, vacation, salary range...).
- ✓ Talk to someone in your field and ask them: "What's up and coming in the future in this field?"
- ✓ Talk to 1-2 people currently working in a company of interest (not managers or HR people). Ask them to tell you what they do and how they got there.

Make a commitment to make at least 2 contacts per day: face-to-face, by phone or by e-mail.

Keep track of each networking opportunity you actually try and record the result. Use the Prospect Tracking Sheet on pages 63-64 to record your progress and feel proud of every entry!

As you're identifying your 7+ prospects and/or when you're ready to apply for work, there are several ways you can approach potential employers.

IN PERSON:

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Most effective for low to medium skilled and some sales-related jobs • Impress employers who are looking for outgoing people • Favourable first impressions can be created by your appearance and career pitch • Successful if employer has an open door policy (no appointments required) 	<ul style="list-style-type: none"> • Some employers resent the intrusion on their time • Takes considerable self-confidence • Time-consuming • May involve costs for transportation • In most cases employers prefer appointments (which requires telephone calls)

BY TELEPHONE:

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Gather information faster and easier • Can contact many employers in a short time, save money • Harder to ignore than a letter • Can be effective for most types of jobs • May be able to directly talk to the person hiring 	<ul style="list-style-type: none"> • Requires good telephone skills which can be developed through practice • Only have one minute to convince an employer to talk to you

BY MAIL:

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Emphasizes good qualifications • May be more practical for someone who is still employed • Time and cost effective for out of town employers. 	<ul style="list-style-type: none"> • Receives a maximum of 5 to 10% rate of response from employers • Not as effective in competitive fields • Time-consuming • Waste of time if not well written • Cost of supplies and postage

BY E-MAIL:

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Effective for technological jobs • Useful if already employed 	<ul style="list-style-type: none"> • Requires your own e-mail address for replies • Not all employers have e-mail • New method of contact, therefore little information on successful results

If you're applying for a job by e-mail, here are the steps to follow:

- Sign into your e-mail account
- Click on "new e-mail"
- There are 3 blank boxes:
 - To: type in the e-mail address of the person to whom you are sending the application
 - CC: if you want to send a copy to anyone else, type in their address here
 - Subject: Application for (type in title of position)
- In the large message box, you may type a brief message (e.g. I am pleased to submit my application for (type in title of position). You may contact me at (type in telephone number)
- Click on "attach". Browse to find your resume and double click on the file to attach it.
- Ensure you have all the information needed in your e-mail and click "send".

Making Cold Calls

Chances are that some of your job search will involve talking to potential employers on the phone.

Most people do not find it easy to talk to strangers in order to get information or to present themselves for employment.

Before you get on the phone with a potential employer, you might want to practice first, starting in low risk/low stress situations (like calling friends and acquaintances or employers you're not planning on approaching for a job).

The more you do these kinds of informal cold calls, the more comfortable you will become about making cold calls to employers.

Here are 7 key steps to preparing for the cold call:

1. Before calling, be sure you're clear about the PURPOSE of each call and prepare accordingly. For example:
 - Calling to get the name of the person responsible for hiring
 - Calling to get permission to hand deliver resume
 - Calling to gather information on the company
 - Calling to meet with network contact
 - Calling to get information on advertised job posting
2. Have pen and paper, agenda and résumé at hand.
3. Sit up straight, smile, pay attention to tone of voice. It sounds silly, but you'd be surprised what a difference it makes!
4. Practice makes perfect: call yourself and leave messages on voice mail to hear yourself.
5. Expect to call a company **7-8 times** before you land a meeting.
6. Establish a secondary goal for the call if the person can't speak or meet with you.
7. 7-8 phone calls = 1 meeting: Make more than 1 phone call!!

TIP: BE PREPARED FOR 4 POSSIBILITIES WHEN COLD CALLING

- *Speak directly to person contact*
- *Voice mail*
- *Potential contact/Receptionist*
- *Refusal*

6 STEPS TO TELEPHONE SUCCESS FOR CLIENTS

1. Greet the person, state your name and purpose of the call
Sample: Hello, my name is Rowan Alexi and I am calling to speak with Ms. Stinson regarding the Administrative Assistant position you advertised in The Press.
2. Get name of secretary and contact person with correct spelling
Sample: May I ask with whom I am speaking? Can I please confirm the correct spelling of your name?
3. Respond assertively, respectfully and politely
Sample: I understand that Ms. Stinson has a very busy schedule. Could you please tell me the best time to contact her to ensure I can speak with her directly?
4. Give brief summary of your skills
Sample: I have very strong organizational skills and won "Employee of the Month" in my last job for my work in implementing a new document management system.
5. Repeat any agreements made
Sample: So, my understanding is that I will call again on Friday morning at 9 am to speak directly to Ms. Stinson.
6. Thank the person
Thank you so much for your assistance today. I look forward to speaking with you again on Friday morning!

Record all information in your Prospect Tracking Sheet after each call and be sure you consider follow up steps.

Social Networking and Job Search



Networking in person and by phone, mail and e-mail are important. In addition to using these, consider using social networking.

Social networking has revolutionized how we connect with one another and has opened up all kinds of new possibilities with respect to job search. Above are just some examples of social networking sites you might want to explore.

Social networking sites are free online services that allow you and all the people you know – and all the people they know – to connect with each other.

Using a social networking website can be a good way to stay in touch with friends and see what's going on in their lives. Used appropriately, it's also a **GREAT** job search tool!

- You can use a site like www.linkedin.com to create your own personal profile. It functions like a home page and serves as an online résumé, easily accessible to all kinds of potential employers.
- You can let your social network know you are looking for work and expand your network instantly!
- You can invite others to join your network – including people who work in your field of interest.
- You can post images, notes or articles to the people in your network, using it to show your knowledge and/or interest in the work you want.
- You can receive news, messages and images from the people in your network and invitations to join other people’s networks.
- You can join a discussion group or online community for people in the field you want to enter. LinkedIn has many such groups to explore!

Even though it’s virtual, a social networking website is still a community. It works on trust, the same way an offline network does. Invite only people you know and trust into your network. Because security and confidentiality are always an issue online, be sure to review the privacy policy of any website before you register.

Once you have some job prospects to approach, you will want to be ready to:

- complete job applications;
- prepare a cover letter to accompany your résumé; and/or
- conduct successful job interviews.

COMPLETING JOB APPLICATIONS

Purpose of Application Forms

The employer uses application forms to screen and evaluate:

- Your reading and writing comprehension skills;
- Your ability to correctly follow written directions;
- Your capacity to use correct spelling and grammar;
- Your work history, stability and reliability; and
- Your neatness, accuracy and ability to provide detailed information.

When completing a job application, there are several important steps that will increase your success.

First, find out how the prospective employer likes to receive applications (in person, by fax, regular mail or by e-mail). Taking the time to check out an employer's preference and following this makes a good first impression and is a relatively easy cold call to make.

Regardless of where you live Manitoba Career Development's Guide to Completing Applications will also be a helpful resource when completing application forms.

(http://www.manitobacareerdevelopment.ca/CDI/job_seeker_resume.html)

Third, follow the tips you'll find on the next page!

Tips for Effective Application Forms

- ✓ Read the whole form first.
- ✓ Carry a completed sample with you (see pages 81-87).
- ✓ Have a good chronological record of your work/education experiences – It will make filling out applications much easier!
- ✓ Prepare your answers about why you left previous employment in advance.
- ✓ Have a paragraph prepared on why the employer should hire you.
- ✓ Take your time. Remember that well-completed forms will impress employers.
- ✓ Carefully proof-read your application or, if possible, have someone else proof-read it.
- ✓ Ensure that original is neatly printed.
- ✓ Use a separate sheet of paper if there is not enough room on the form. Attach a résumé but be sure to fill out the form unless otherwise stated.
- ✓ Know your employment preferences: position, hours, shifts, full/part time/casual work, etc.
- ✓ Keep the employer's needs/position requirements in mind when describing assets, strengths and job related skills.

TIPS FOR EFFECTIVE APPLICATION FORMS (Continued)

- ✓ Keep the employer’s needs/position requirements in mind when describing assets, strengths and job related skills.
- ✓ Keep the tone of your answers positive.
- ✓ Under past salary write: “going rate” or “according to scale”. Under salary required write: “negotiable”, “going rate” or know the salary range.
- ✓ Be accurate; dates, education, past employment, addresses can be checked.
- ✓ Put N/A or a check mark for information you do not want to give (age, weight, SIN, health, etc.)
- ✓ Put N/A or a check mark for application form sections that do not apply to you. Don’t leave any blanks on the form. If asked if you are bondable put yes or N/A. Do not put no.
- ✓ Take the application form home if you can so you can take your time in completing it.
- ✓ Know your rights – there are some questions you should not be required to answer (e.g. your marriage or family plans).

SAMPLE APPLICATION FORM

The next pages show you pretty much every question you could possibly be asked on an application form. Chances are you won't be asked all of them!

Complete this now and always have it with you when completing specific job applications. It will make the job of completing these application forms MUCH easier!

Last Name		First	Middle	Social Ins. #	
Home Address		City, Province		Postal Code	Area Code Telephone ()
Business Address		City, Province		Postal Code	Area Code Telephone ()
Next of Kin (Contact For Emergencies)		Name	Telephone # Home #Work	Address	Relation To You

Position applied for:

1st choice _____ 2nd choice _____ Earnings expected: _____

Work Shifts: Day Evening Night Rotation Shifts

Availability: Full Time Part Time Casual Contract
 On Call Seasonal Co-op Summer

1. WORK EXPERIENCE (Please start with your present or last position)

A. Firm: _____ Address: _____

City: _____ Province: _____ Postal Code: _____ Phone () _____

Kind of business: _____ Employed from: _____ to: _____

Title: _____ Salary: _____ (Base ___ Bonus ___ Other ___)

Duties/Responsibilities:

May we contact the employer? yes ___ no ___ if no why _____

Name & title of immediate supervisor: _____

Reasons for leaving or desire to change? _____

SAMPLE APPLICATION FORM (Continued)

1. WORK EXPERIENCE (continued)

B. Firm: _____ Address: _____

City: _____ Province: _____ Postal Code: _____ Phone () _____

Kind of business: _____ Employed from: _____ to: _____

Title: _____ Salary: _____ (Base ____ Bonus ____ Other ____)

Duties/Responsibilities:

May we contact the employer? yes ___ no _____ if no why _____

Name & title of immediate Supervisor: _____

Reasons for leaving or desire to change? _____

C. Firm: _____ Address: _____

City: _____ Province: _____ Postal Code: _____ Phone () _____

Kind of business: _____ Employed from: _____ to: _____

Title: _____ Salary: _____ (Base ____ Bonus ____ Other ____)

Duties/Responsibilities:

May we contact the employer? yes ___ no _____ if no why _____

Name & title of immediate Supervisor: _____

Reasons for leaving or desire to change? _____

D. Firm: _____ Address: _____

City: _____ Province: _____ Postal Code: _____ Phone () _____

Kind of business: _____ Employed from: _____ to: _____

Title: _____ Salary: _____ (Base ____ Bonus ____ Other ____)

Duties/Responsibilities:

May we contact the employer? yes ___ no _____ if no why _____

Name & title of immediate Supervisor: _____

Reasons for leaving or desire to change? _____

SAMPLE APPLICATION FORM (Continued)

Name & title of immediate Supervisor: _____

Reasons for leaving or desire to change? _____

Other positions held:

	a. Company b. City	a. Your title b. Name of superior	a. Date (mo/yr) began b. Date (mo/yr) left	a. Type of work b. Reason for leaving
E.	a. _____ b. _____	a. _____ b. _____	a. ____/____ b. ____/____	a. ____/____ b. ____/____
F.	a. _____ b. _____	a. _____ b. _____	a. ____/____ b. ____/____	a. ____/____ b. ____/____
G.	a. _____ b. _____	a. _____ b. _____	a. ____/____ b. ____/____	a. ____/____ b. ____/____
H.	a. _____ b. _____	a. _____ b. _____	a. ____/____ b. ____/____	a. ____/____ b. ____/____

Are you willing to work over-time? _____

What is your transportation to work? _____

Date available to begin: _____

If presently employed, how much notice required? _____

Have you ever applied with us? Yes No If yes, where, when? _____

Have you ever worked with us? Yes No If yes, where, when? _____

SAMPLE APPLICATION FORM (Continued)

Optional Section

Driving information. Complete this section for warehouse/driving positions only. Please enclose a current copy of your driving record. (Don't forget to state "N/A" if this section doesn't apply to you.)

List all licenses held:

Province	Class/Type	Expiry Date

Have you been denied a license, permit or the privilege to operate a vehicle? Yes No

If yes, please explain: _____

Has any license, permit or privilege ever been suspended or revoked? Yes No

If yes, please explain: _____

DRIVER EXPERIENCE

Class of Equipment	List Type of Equip. Van, Tank, Flat, Etc.	Dates		Approx. # KM In Total
		From	To	
Straight Truck				
Tractor & Semi Trailer				
Tractor-Two Trailers				
Automobile				
Other				

Accident Record for past 3 years (attach sheet if more space is needed)					
	Date	City & Prov.	Nature	Fatalities/Injuries	Amount of Damage
Last					
Previous					
Previous					

Clerical Information - Assessment of skills may be required.

10 Key Adding Machine by Touch Yes No

Typing - WPM _____ Shorthand-WPM _____

CRT _____ Microfilm _____ Fax _____ Photocopier _____

Personal Computer - Hardware _____
- Software _____

List any other office skills you possess which may be pertinent to this application:

SAMPLE APPLICATION FORM (Continued)

2. EDUCATION (Circle highest grade completed - Proof may be required)

A. High School

Name of High School: _____ Location: _____

Dates (mo/yr) attended: _____ If graduated, month and year: _____

Extra-curricular activities: _____

Honours / Awards / Scholarships: _____

Part-time and summer work: _____

B. College / University / Trade / Business / Technical

Name and Location	From	To	Degree	Major	Extra Curricular Activities, Honors and Awards

Name instructors most familiar with your studies/work/research: _____

What undergraduate courses did you like most? _____ Why? _____

What undergraduate courses did you like least? _____ Why? _____

Honours/Awards/Scholarships: _____

Part-time and summer work: _____

Other courses, seminars, studies, workshops, certificates, licenses: _____

3. PHYSICAL DATA

Condition of health: _____ Date of most recent physical exam: _____

What physical limitations do you have that might have a direct bearing on job performance?

List any serious illnesses or accidents you may have had with approximate dates:

SAMPLE APPLICATION FORM (Continued)

4. ACTIVITIES

Membership in professional or job-relevant organizations: (You may exclude racial, religious, political and nationality groups)

Publications, patents, inventions, professional licenses or special honours or awards:

What qualifications, abilities, and strong points will help you succeed in this job?

What are your shortcomings and areas for improvement?

5. GOALS

What income would you need in order to live the way you would like to live? (Your response will not be taken as dissatisfaction with your present salary, but refers to the salary which you ultimately wish to attain). _____

Willing to relocate? Yes No Any restrictions: _____

If yes, where? (cities, regions, provinces) _____

Amount of overnight travel acceptable: _____

What are your plans for the future? _____

6. OTHER

Other kinds of work for which you are qualified: _____

Good attendance is important to us: # days absent/late in last five (5) years: _____

Reasons for absence/lateness, not related to sickness/injury: _____

SAMPLE APPLICATION FORM (Continued)

List your professional and personal references: _____

In which official language do you have a working ability?	Spoken	Read	Written
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You are entitled to work in Canada by reason of:
 Canadian Citizenship Permanent Resident Status Work Permit

Are you able to work in any other languages? _____

Have you ever been refused a bond? Yes No

If yes, explain: _____

Have you ever been convicted of any offense for which no pardon has been granted?

If yes, please explain: _____

Note: a conviction of a crime is not an automatic bar to employment. All circumstances are considered.

Cover Letter

In addition to being ready to complete application forms, you will want know how to prepare a strong cover letter to go with your résumé when you give it to potential employers.

Here's the basic format for a cover letter:

Applicant's Address
City, Province
Postal Code

Date

Employer's Name and Title
Company Name
Company Address
City, Province
Postal Code

Dear (Employer's Name):

Opening (Introduction) - grab the employer's attention! Create interest by using a motivating opening line. State the exact position being sought. Relate when and how you learned about the position.

Body (Development) - in one or two short paragraphs, tell the employer how your skills, qualities and qualifications match the requirements of the job. This information should be linked specifically to the job being applied for. You may highlight a particularly relevant accomplishment here. While you don't repeat what you've written in the résumé, you can highlight or re-word experience you have had.

Closing (Wrap Up) - ask for an interview and give the employer your specific contact information and availability. Inform the reader that you will be checking back during a defined period of time to set up an appointment.

Sincerely,
(Signature)

COVER LETTER (Sample)

Here are a couple of sample cover letters:

227 – 19 Street
Creek, any province
EOA 5T6

Date

Mr. Joe Brown
Foreman
Joe's Construction
167 Mall
Grand View, any province
H6G 7U8

Dear Mr. Brown

I have been reading the growth of your company and am excited about the contribution I could make to your continued success! Please consider my application for the position of construction labourer as advertised on jobopenings.com.

I have completed a level 1 carpentry course and have been employed on a seasonal basis over the past 4 years. I have experience using various power tools and pay attention to details such as measurements. My past employment has given me the skills required to work of all stages of construction, including framing, roofing, dry-walling and finishing. I am hard working, reliable and able to work out of town if required.

I would welcome the opportunity to meet with you. You can reach me anytime on my cell phone: (780) 234-5678. If I have not heard from you, I will follow-up with you in 2 weeks to discuss employment opportunities with your company.

Sincerely,

John Jobseeker
Enclosure

COVER LETTER (Sample)

227 – 19 Street
Creek, any province
EOA 5T6

Date

Ms. Betty Smith
Staffing Coordinator
Staffing Solutions
789 Broad Street
Anytown, AnyProvince
H6G 7U8

Dear Ms. Smith

I am very keen to contribute to a company that promotes environmental responsibility. Your organization is a leader in this area, so I am very excited to submit my application for the Administration Assistant position as advertised in the May 15 edition of the Globe and Mail.

I have a diploma in Office Administration. I am proficient in current computer applications and am familiar with a variety of office equipment. Through training and work experience, I have had the opportunity to create written correspondence and possess very good telephone and in person reception skills. I am also committed to the values of your organization and would work diligently to promote your success.

I would be very pleased to have an interview with you. Please contact me at (204) 456-7891. If I haven't heard from you, I will follow up with you in 2 weeks to discuss possible opportunities with your organization. I look forward to speaking with you!

Sincerely

Alison Jobseeker

Enclosure

Preparing for the Interview

The final step in searching for work is to prepare for your job interviews.

When an employer invites you to an interview, it's important to be prepared. You'll want to spend time getting ready!

Being ready for a job interview is the best way to get rid of anxiety and feel more relaxed and confident.

We know many of the questions employers usually ask. You can be ready for these by preparing and rehearsing your answers.

In addition to what you'll find in this Guide, access **Careers That Work** to find additional information on Preparing for an Interview, a collection of job interview questions, interview do's and don'ts, strategies for following up after an interview as well as links to other interview websites:

http://www.setyourowndpace.org/Job-Search-Guide-Marketing-Tools.html#anchor_51

Go to the next page to get started!

PREPARING FOR THE INTERVIEW

Here are 5 steps that will help you get ready for your job interviews:

1. **Find out** about the company/organization:

- ✓ Who works there?
- ✓ Who do you know...and who do they know?
- ✓ Visit the company and look around
- ✓ Get the company newsletter
- ✓ Get brochures about their products and/or services
- ✓ Get a job description

2. **Memorize five things** that you definitely want the interviewer to know about you. Think about each statement:

- ✓ Why is this important to you?
- ✓ Can you think of an example or story that would bring it to life for the employer?

PREPARING FOR THE INTERVIEW

3. Be ready to talk about the past 10 years of your **work history** or the last 3 jobs you held.

- ✓ Your main responsibilities
- ✓ Your likes and dislikes
- ✓ Your reason(s) for leaving
- ✓ Your supervisor's opinion of you

4. If past co-workers and supervisors were asked to describe you in **3 words**, what words would they use? If you don't know, find out!

5. Think about the position you are being interviewed for. What are the **5 main areas** you think the employer will want to explore?

Try to imagine 5 questions you think the employer will ask. For each, plan your answer.

Wherever possible, think of examples or stories to support your answers.

COMMON INTERVIEW QUESTIONS

Prepare your answers to these questions and you'll be well on your way to a successful interview!

1. Tell me about yourself

This is typically one of the first questions in an interview.

Suggestions:

Talk briefly about:

- Your **qualifications, education and experience** related to this position
- Your **strengths, skills and qualities** - Why you're a good person for this job
- Some appropriate **personal information**, for example, personal interests or community involvement

Plan your answer to the question: **"Tell me about yourself"?**

COMMON INTERVIEW QUESTIONS (Continued)

2. What is your greatest achievement?

Suggestions:

- Briefly describe a **work-related achievement** that shows your knowledge, expertise and/or key skills
- Your answer should include 3 things: the **challenge or situation**, your **action** and the **results (CAR)**

Plan your answer to the question: **“What is your greatest achievement?”**

Challenge / Situation:

Your Action:

The Results:

COMMON INTERVIEW QUESTIONS (Continued)

3. What kind of salary do you need?

Suggestions:

- Unless you know the salary offered, avoid answering with numbers.
- Politely say: “I am really interested in finding out what salary range you are offering.” OR “The salary is negotiable, but I am sure that we can come to a mutual agreement if you offer me the job.”
- If the employer is obviously interested in hiring you or insists on an answer, name a range that you know is realistic.

Plan your answer to the question: **“What salary do you expect?”**

4. What are your greatest strengths?

Suggestions:

- Briefly talk about the job-related skills/strengths you can offer (in addition to the work skills, training and experience you’ve already talked about)
- Provide examples of how you demonstrated these strengths.

Plan your answer to the question: **“what are your greatest strengths?”**

COMMON INTERVIEW QUESTIONS (Continued)

5. What are your weaknesses?

Suggestions:

- State an obvious weakness (like a gap on your résumé, needing to learn about new products or not being bilingual).
- Be sure to describe how you can make up for it so it will not be a problem.

Plan your answer to the question: **“What are your weaknesses?”**

6. Why should we hire you?

Suggestions:

- This is the time to “close the sale”. Give a summary of your key strengths and why you’re a great candidate for this job.
- If you can, help the employer to imagine you already doing the job and doing it well. For example, you might say:
“If you hire me, you will have an employee with knowledge and experience in this field. You will have someone who will serve your clients with professionalism and ensure their satisfaction.”

If you only had time to prepare for one question this is the one. Go to the next page to write your answer.

COMMON INTERVIEW QUESTIONS (Continued)

Plan your answer to the question: **“Why should we hire you?”**

7. Do you have any questions?

Suggestions:

- Have 3-4 questions prepared before your interview. If you don't, the employer might think you're not very interested in the position. It's also your chance to be sure this job is right for you.
- Don't worry about asking permission to look at your notes if you don't remember your question.
- Keep questions brief.
- Show that you have listened to the employer and that you have already researched the company.
- Ask about job duties, the department, company goals and growth opportunity. Avoid salary/benefit questions.

SAMPLE QUESTIONS TO ASK AT A JOB INTERVIEW

These questions could be asked, if not previously answered in the interview.

- I would be interested in learning more about _____ (some aspect of the company's operations).
- Who are the people I would be dealing with in this position?
- What opportunities are there for advancement?
- Do you have any plans for expansion?
- When will you be making your decision?
- What are your company's biggest challenges?
- What are the company's long-term goals?

Plan your questions:

TIPS FOR THE ACTUAL INTERVIEW

DO:

- ✓ Go alone
- ✓ Be neat and well groomed
- ✓ Arrive early (5-10 minutes)
- ✓ Wait to be seated
- ✓ Make eye contact
- ✓ Listen
- ✓ Speak clearly
- ✓ Respond with brief and HONEST answers
- ✓ Thank the interviewer for the opportunity to be interviewed
- ✓ Smile and shake hands and make a graceful exit

DON'T:

- ✗ Give long answers
- ✗ Complain about past or present jobs or employers
- ✗ Exaggerate your qualifications
- ✗ Discuss personal problems
- ✗ Linger after the interview

What Now? After the Job Interview

After an interview, it's hard to wait for the answer. Will you be hired or not??

While you're waiting, it's important to keep actively searching.

Here are suggestions:

- Follow up with a thank-you letter to your interviewer. Thank them for their time and tell them again that you're interested in the position.
- Think about how you did at the interview. Is there anything you would do differently next time? What did you learn from this interview?
- Make sure you have a fresh list of 7 + potential jobs. Use your networks to find hidden jobs. Being active is better than sitting by the phone... and, if you don't get the job, you'll have other possibilities on the go.
- If you have not heard back within two weeks, call to find out what is happening.
- If they tell you that you did not get the job:
 - Stay calm.
 - Ask what you could do in the future to be a stronger candidate.
 - Ask if they know of any other jobs that might suit you.
 - Always end with a thank you for the opportunity to be interviewed.
 - **Remember** – there are many reasons people don't get jobs. It isn't necessarily because you have done anything wrong!
 - Most people go through several interviews before being hired. Finding a job usually takes weeks and often months. Don't give up! BUT... If you have tried... and tried... and you're not getting any offers and are feeling really stuck, visit your local career/employment services.



JOB SEARCH GUIDE

SECTION 4

4: GET A JOB

Am I ready to accept the right job for me?

- Negotiating terms of employment
- Closing the loop with other prospective employers
- Accepting the job!

Is this section really for you?

This is the final section of this guide. If you have made it here, it means you have a job offer – CONGRATULATIONS!!

This last section will help you to:

- Be sure the job is right for you;
- Agree on terms of employment; and
- Accept a job professionally.

Be Sure the Job is Right for You

Before you jump to say yes to the job offer, be sure it's right for you.

Of course you want a job now, but ideally you want a job you'll be able to keep!

- Go back to your work objective on page 13. How good is the match between this job and your mapped objective?
- Think about the work conditions. Your mapped objective lists those that are most important to you. Think about:
 - Hours of work
 - Benefits
 - Vacation
 - Job security
 - Salary
 - Your interest in the work
 - The work environment/atmosphere
- Remember – nobody gets EVERYTHING they want. BUT, the closer the “fit”, the more likely you'll succeed at the job long-term.

Agree on the Terms of Employment

First, be clear about what you want:

- ✓ What work conditions do you want? Refer to your mapped objective and have a list.
- ✓ Rank your needs. What:
 - What do you need to have?
 - What would you like to have?
 - What can you give up if you need to?
- ✓ Work from the bottom of your list of needs. Force yourself to give up as many as you can, until you're left with the most important ones. These are your non-negotiable needs.
- ✓ Look that these "non-negotiable" needs. Which are most important? Which really are at least a little bit "negotiable"? Could you let go of any if you had to?
- ✓ Be well prepared for the meeting where the terms of your employment will be negotiated. The next page has some tips which can help you.

Negotiation Tips

- ✓ Know the salary range for the position. If it's not included in the job ad, contact people doing this kind of work or look through job ads for similar jobs being offered locally.
- ✓ Have a good understanding of your skills and what you are worth AND know how much money you need monthly. Keep in mind that your pay cheque after taxes will be approximately 25% less.
- ✓ Look at the entire compensation package – not just the salary.
- ✓ Have a minimum salary figure in your head. You don't have to tell the employer what it is, but it's good for you to know!
- ✓ Try to let the employer be the first to discuss figures. If the offer is higher than your minimum, accept it. If it is lower, say so but don't say by how much. In negotiations, a "hmmm" or repeating the number and then silence can really pay off.
- ✓ Don't negotiate terms over the phone. When you are called with a job offer, ask to meet to discuss the position and the conditions.
- ✓ Never accept or turn down an offer the first time it is made. Ask more questions and gather more information.
- ✓ You can't negotiate salary after accepting the job.
- ✓ Make sure the employer knows how excited you feel about the new job. Focus on a "win-win" situation.
- ✓ Don't expect an offer in writing. A letter of agreement can be written after all has been negotiated and you have accepted. If this is not done and you want a written agreement you can write up your own letter and give it to the employer.

Making the Decision

Look at the job offer and evaluate it against your:

- Need to have;
- Would like to have; AND
- Do not need to have

If you feel really sure, accept the job on the spot and go and celebrate!

If you are not sure, ask the employer for 24 or 48 hours to consider everything that has been discussed.

If you do this, be sure not to take more than the amount of time agreed to.

Call the employer as soon as you have your decision and always follow up with a letter (whether you're accepting the job or not).

Sample letters are provided on the next pages.

SAMPLE ACCEPTANCE LETTER

Your name
Address
City, Province Postal Code
Telephone Number
Email Address

Date

Contact Name
Title
Company Name
Address
City, Province Postal Code

Dear Mr./ Ms. Last Name:

I would like to thank you for offering me the position of (name of position) during our meeting on Friday. As you suggested, I took the weekend to consider your offer, and am pleased to accept its terms.

I will be able to begin work with your company on (date).

Thank you again for providing me with this opportunity. I am very excited to join your team!

Sincerely,

Your full name

SAMPLE REJECTION LETTER

Your name
Address
City, Province, Postal Code
Telephone Number
Email Address

Date

Contact Name
Title
Company Name
Address
City, Province Postal Code

Dear Mr./ Ms. Last Name:

I would like to thank you for offering me the position of (name of position) during our meeting on Friday. As you suggested, I took the weekend to consider your offer and, after careful consideration, I have decided not to accept the offer.

While the team environment and challenges of the position attracted me, I am delighted to have been offered another position which better meets my personal needs at this time. I hope our paths cross again in the future!

Thank you again for providing me with this opportunity.

Sincerely,

Your full name

THE LAST WORD...

Now that you've finished this guide, not only do you have a job, but you also have a whole lot of knowledge and skills you didn't have before.

Think about using what you've learned to help other job seekers. Share what you know and what worked best for you. Keep networking and share your strategies with others.

...And be ready to use everything you've learned to manage your career from now on. In today's world, there are no job guarantees. Any one of us could be without work tomorrow. We hope you keep your job for as long as you want it. BUT, if things do change, you'll be well prepared now to find other work.

You'll also be better prepared to make changes YOU want in your career – creating interesting opportunities where you already work or seeking out new challenges elsewhere.

So... good luck with your new job and may your future be bright!!

Job Search Website Listing

Information Resource	Resume	References	Professional Pitch	Finding Jobs/ Employers	Networking	Cold Calls	Application Forms	Cover Letter	The Job Interview	Accepting the Right Job
Monster www.monster.ca	✓			✓	✓			✓	✓	✓
Job Bank www.jobbank.gc.ca	✓			✓						
Career Beacon www.careerbeacon.com	✓			✓				✓		
Career Owl www.careerowlresources.ca	✓			✓				✓	✓	✓
Career Builder www.careerbuilder.ca	✓			✓	✓		✓	✓	✓	✓
Charity Village www.charityvillage.com				✓	✓				✓	✓
About.com www.jobsearch.about.com	✓	✓		✓	✓		✓	✓	✓	✓
BC Jobs www.bcjobs.ca	✓	✓	✓		✓	✓		✓	✓	✓
Careers That Work www.careerthatwork.ca	✓			✓	✓	✓		✓	✓	
Job Search Binder (in Resource Centre)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Additional Job Search Websites

Can Jobs (www.canjobs.com): Your Canadian employment search network.

Canada Jobs (www.canadajobs.com): You will find links to job databases, government job banks, newsgroups, employment agencies, and companies that have Canadian job listings on their home pages.

Career Beacon (www.careerbeacon.com): This site provides job listings and corporate profiles for many companies across the Atlantic Provinces.

Cool Jobs Canada (www.cooljobscanada.com): Search Tourism and Hospitality job listings across the country or post a resume.

Job Bank (www.jobbank.gc.ca): HRDC Job Bank lists current job openings and labour market information by region in each province.

Monster Jobs (www.monster.ca): Create and store resumes, search the database for thousands of jobs, or visit the Career Centre for career advice.

Workopolis.com (www.workopolis.com): Workopolis is a Canadian wide website which lists employment opportunities as well as career information and job search tips.

Charity Village (www.charityvillage.com): Charity Village is a volunteer and job search website for not-for-profit organizations and some government departments.

Indeed Jobs Canada (www.ca.indeed.com): A website for job search that you can create alerts for – this website will email you jobs that you identify as being interested in.

The Work Room Career Resource Centres (www.careerthatwork.ca): A free website with career planning and job search resources. You can also speak to a professional career practitioner or visit one of 8 centres in the province.

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