



Welcome to Wellness Wednesday Zoom Session with Lorraine!



July 29, 2020 @ 1 pm - 4 pm

Agenda for Today

- Current News Update
- Check-in
- Today's Topic: Landing a Job You Want (Part II)
- Relaxation Time
- Drop-in (2pm – 4pm)

Weekly News: July 23 - 29

- BC's Restart Plan: <https://reurl.cc/vDQG0k>
- We are in Phase 3
- The guidelines and extra safety precautions for sectors in Phase 2 are still in place.
- B.C. has recorded 81 new cases and 2 new deaths over the weekend
- Many of the people linked to a recent spike in cases in the province were under 30
- Hotel rooms and Airbnb rentals will be "limited to the capacity of the space, plus a maximum of five visitors"



Check-in



Landing a Job You Want – Part II

Recap from Last week

- Jobs are usually on the "Shadow Market"
- You have a higher chance of landing a job you want by securing the "Shadow Market"
 - Having a strong network of people who want to help you: build relationship through **informational interviews**
 - Going direct: getting in touch with the employers you want to work for and pitching to them yourself
 - Volunteering for the company that you are interested in

Relationships over Resumes



Marketing Materials: Resume vs. Cover Letter



Resume: answers the WHAT – a brief marketing document summarizing your relevant experiences and educational background



Cover Letter: answers the WHY – a more detailed letter explaining why the company should interview you for the job



Most important: relevant, targeted and specific

Resume

- Includes experience and education
- Bullet points
- Short (1-2 pages)



The image shows a resume format template from Indeed Career Guide. The background is green with a blue header that says "Resume Format". The resume is for Janet Chobot. It is divided into six numbered sections: 1. Name and contact information, 2. Summary or objective, 3. Professional history (with sub-sections a, b, c), 4. Education, 5. Skills, and 6. Optional. The resume is surrounded by illustrations of papers, a pen, and glasses.

indeed
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Resume Format

Janet Chobot

Summary

Professional History

a _____
b _____
c _____

a _____
b _____
c _____

Educational History

Skills

Awards & Achievements, Hobbies & Interests

How to write a good resume

Step 1: Choose your key message



"I am the ___ who can help you ___."



The hiring manager's #1 question is: Who are you, and what can you do for me?



Think about the top 1-3 things you want the hiring manager to take away from the resume



Remember to do your research about the company and make sure your top 3 qualities align with the qualities of the candidate they are looking for

Identify your skills & abilities

- Questions to ask yourself:
 1. What is something I have done well in the past in different areas of life? – these could be volunteering, leisure, educational, employment activities.
 2. What did I do to achieve the accomplishments?
 3. How does that accomplishment relate to other aspects of my life?
 4. What are some other transferrable skills I might have?
 - Transferrable Skills Worksheet:
<https://www.pdx.edu/careers/sites/www.pdx.edu.careers/files/Transferrable%20Skills%20worksheet.pdf>

How to write a good resume

Step 2: Be clear and concise

- Employers only spend an average of 6 seconds to skim through a resume
 - Don't make it too long!
- Consider using words that are in the job posting or mentioned during the informational interview
- Avoid words that are common and cliché: ex. team player, think outside of the box, self-motivated, excellent interpersonal skills



How to write a good resume

Step 3: Write bullet points that sell

- Use engaging language – include vivid details and tangible results if possible
- Quantify your achievements
- **"Before:** *Responsible for chairing the Student Event Promotional Committee.*
- **"After:** *Chaired promotional committee of 12 and presented marketing plans to an audience of 40 to 60 students at weekly university senate meetings open to all 2,000 community members."*

Resource:

<https://www.themuse.com/advice/how-to-quantify-your-resume-bullets-when-you-dont-work-with-numbers>

Cover Letter

- Choose your top 1-3 selling points
- Tell a story for each
- Write your letter

Cover Letter Format

- 1** Date and contact information
- 2** Salutation/greeting
- 3** Opening paragraph
- 4** Middle paragraph(s)
- 5** Closing paragraph
- 6** Complimentary close and signature

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January 23, 20XX

Dear Hiring Manager,

I'm excited to be applying for the Web Developer position at [Company Name]. I've been programming websites and using CSS to create user-friendly experiences since I was in middle school, so it's always been a passion of mine. I've also been intrigued by your company since it won Most Innovative at the National Web Development Awards two years ago. I strive to stay on the cutting-edge of web design and development, so when I saw this job posting, I knew I had to apply.

During my previous role at [Company Name], I built a website completely from scratch for a recently rebranded business, both ahead of schedule and within budget. I started by gathering requirements from my clients and holding a focus group to perform user research. My favorite part about web design is building a solution that impresses the client and meets the needs of users and customers. My new website was responsive, extremely fast, and included the latest e-commerce features. After launch, I continued to lead optimization efforts. Through A/B testing, I improved the click-through rate by 10% and reduced the bounce rate on the website's landing page by 35%. As your Web Developer, I would bring these skills to develop websites that exceed the expectations of clients and customers, and drive real business results.

One of the factors that really attracted me to this role is that [Company Name] values giving back to the community. In my spare time, I run free web development workshops for at-risk youths. In these workshops, I teach them the basics of HTML/CSS and JavaScript and serve as a mentor. As I grow in my career, applying my skills to help others and make an impact on the world becomes more important—I believe this role would give me that opportunity.

Thank you for your consideration and time. I'm looking forward to learning more details about the position and company.

Sincerely,
Anne Galindo

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How to write a good cover letter?



Write down ALL the reasons why your target company should hire you, and pick the top 1-3 that stand out



Include soft skills if you are relatively inexperienced



Tell a story for each point



Start by being confident

"Dear Hiring Manager, I'm excited to write to you about [Position]. Here are 3 reasons why I'd be a perfect fit for the role."

Other creative ways



Create a video CV



Personal websites



Send a “sales letter” with a proposal – convince a company to create a job for you



Show them the goods



Staying hopeful during the job search

- ✓ Settling into a daily routine (same time every day to work towards a small goal)
- ✓ Set measurable goals
 - Ex. reach out to 2-3 connections every week
 - Ex. apply for one new position per week
- ✓ Make a list of your achievements and be proud of them (even the smallest achievements!)
- ✓ Focus on the things you can control
 - You can't control the job market, the economy, and the industry trends
- ✓ The right mindset:
- ✓ Career is just one aspect of life and you can still be happy and have a fulfilled life without finding the perfect job
- ✓ “Failure” is here to help you grow – what can I learn from this experience? How can I improve myself through this?

References

<https://www.jobbank.gc.ca/findajob/resources/write-good-resume>

<https://www.linkedin.com/pulse/20140926112626-221564000--how-to-write-a-concise-resume/>

<https://ca.topresume.com/career-advice/6-ways-to-stay-positive-in-your-job-search>

<https://www.indeed.com/career-advice/resumes-cover-letters/resume-vs-cover-letter>

<https://www.themuse.com/advice/how-to-quantify-your-resume-bullets-when-you-dont-work-with-numbers>

Ramit Sethi, Finding Your Dream Job

Q & A





Relaxation Time



Welcome to Drop-in Hour

OPEN TO ANY QUESTIONS,
DISCUSSIONS AND SHARING. FEEL
FREE TO USE YOUR MICROPHONE
OR THE CHAT, DON'T BE SHY!