

# Participant Workbook



## Job Search Strategies

**WORKSource**  
A proud partner of the AmericanJobCenter network

Today we will cover:



Identify your career goal

Hidden job market

Personal presentation/pitch

Employer recruitment methods

Networking/ social networking

Organizing your job search

Workbook page 2

**Notes:** \_\_\_\_\_

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# Identify your career goal



## Self Assessments

Explore Careers

Self assessments

- What is an assessment?
- Interest assessment
- Skills assessment
- Work values

Learn about careers

Plan your career

## Study Occupations

What kind of career will fit you best?

Occupation Profile

Get wages, employment trends, skills needed, and more for any occupation.

Search by Occupation  Location

Available at [WorkSource.WA.com](http://WorkSource.WA.com)  
-Career Tools Tab

## Find Employers

Find contact information for employers in Washington State. Search by area for an industry or by employer name. This information was updated in 2019.

The employer information is provided by *infogroup(r)*, copyright (c) 2010. All Rights Reserved. This employer database is licensed only for career exploration, job search assistance, and related One-Stop Career Center services.

Select area

Search for an employer

Reset

Before taking a road trip, it is important to know your destination. With a destination in mind you can identify the most effective and efficient course to get there. In your job search, it is the same. You need to have a destination in mind, what type of career opportunity you are seeking, and what type of employer might have that position.

There are three steps to identifying a career goal: self-assessment, researching occupations, and finding employers who likely have those types of career opportunities. WorkSourceWA.com has resources available that can help you in each of these three areas.

In order to access these tools simply enter your WorkSourceWA.com account. They are available under the Career tools tab.

**Self-Assessments:** Under the Career tools tab select CareerOneStop. Then click on Explore Careers and then Assessments. This will give you a choice of three assessments. They include interests, skills and work values.

**Research Occupations:** Under the Career tools tab select CareerOneStop. Then click on Explore Careers and then And More. This will allow you to select occupations of your choosing and provide you information such as job description, outlook, wages, education requirement and more.

**Find Employers:** Under the Career tools tab select Labor Market Information. Then in the left-hand column click on Find Employers Tool. You can use this tool by first selecting a location, either county or city and then search for employers in an industry in that area.

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# How are jobs found?

A collage of seven images illustrating different ways to find jobs:

- Staffing Agency:** A circular logo for 'the STAFFING AGENCY' with 'PROFESSIONAL RECRUITMENT SERVICES' around the perimeter and the numbers '20' and '15' on the left and right sides.
- Classifieds:** A newspaper clipping titled 'CLASSIFIEDS' with various job listings, including one for 'COMPUTERS - LAPTOPS'.
- Knocking is Opportunity:** A woman in an orange top knocking on a door, with the text 'Knocking is Opportunity' overlaid.
- WorkSource:** A screenshot of the WorkSource website with the text 'WELCOME TO WORKSOURCE WASHINGTON' and 'JOB SEEKER' and 'EMPLOYER' sections.
- Networking:** A diagram showing a central person icon connected to several other person icons, with the word 'NETWORKING' in the center.
- Family'n Friends:** A group of diverse cartoon characters representing family and friends.
- Social Media:** A collection of social media icons including LinkedIn, Twitter, Facebook, Instagram, YouTube, Pinterest, and Snapchat.

# How employers hire



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Hiring Methods	Number of Candidates
Promote from within	
Employee referrals	
Preferred staffing agency	
Multiple staffing agencies	
Company website	
Online job boards	
Newspaper	

## How employers hire



Networking and direct contact:  
**Beat the competition!!**

## Preparing Your Personal Presentation (Pitch)

### What are you doing right now?

*Hello/Hi my name is \_\_\_\_\_. Currently I am looking for an opportunity to utilize my skill or experience or knowledge or education in ...*

### What are you passionate about?

*What really excites me is having the chance to use ... (Incorporate employer research when appropriate)*

### What are you interested in learning?

*I saw on your website ... could you tell me a little more about that?*

### Examples:

*Hello, my name is Sue Thornton and I am currently looking for an opportunity to use my background in computer support. The thing I enjoy the most about computer support is being able to solve people's computer issues and educate them so that they feel empowered to avoid the situation in the future or resolve it themselves. You are currently looking for a User Support Professional and I would be interested in hearing more about what would make an individual successful in this role at Pegasus Industries.*

*"Hi, my name is Sara. It's so nice to meet you! I'm a PR manager, specializing in overseeing successful initiative launches from beginning to end. Along with my 7 years of professional experience, I recently received my MBA with a focus on consumer trust and retention. I find the work your PR team does to be innovating and refreshing—I'd love the opportunity to put my expertise to work for your company. Would you be willing to set up a quick call next week for us to talk about any upcoming opportunities on your team?"*

*"Hi, my name is Mark. I've spent the last three years building professional experience as an Executive Assistant. I've successfully managed end-to-end event coordination and have generated a strong professional network for my colleagues. I was excited to learn about this opportunity in the sports management space—I've always been passionate about the way sports brings cultures together, and would love the opportunity to bring my project management and leadership abilities to this position."*



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# Your Pitch

**Introduction—Passion—Ask**


# Your network



## Connections

- Friends
- Family
- Colleagues
- Classmates

Acquaintances -  
The connections of  
your connections

Who do you need to connect or reconnect with?

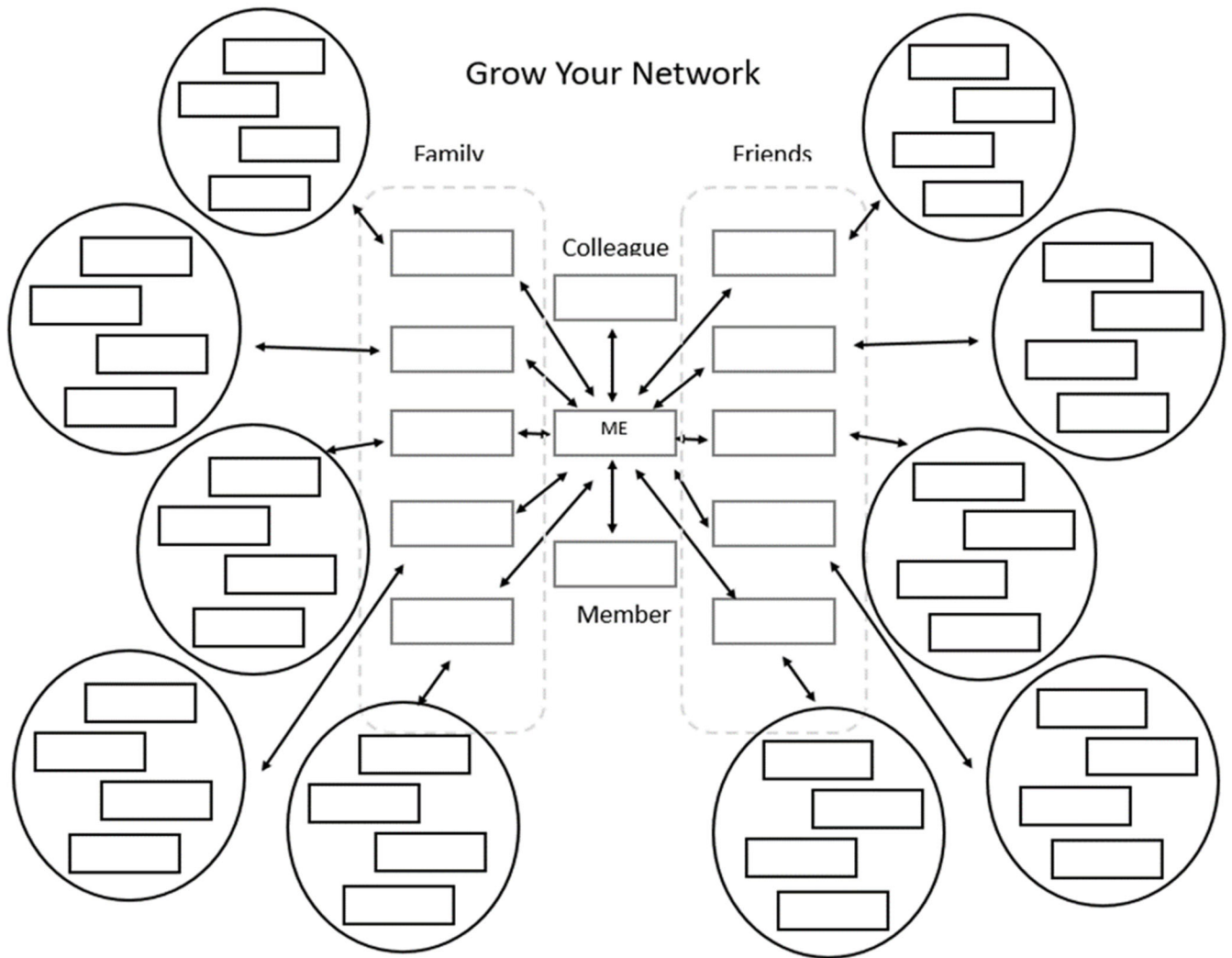
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Who do you know who knows someone you need to know or meet?

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## Where to expand your network



What activities do you do regularly, places that you go?



- Community events
- Family events
- Clubs & organizations
- Values/belief based groups
- Volunteer sites
- Daily/weekly routines

Who or where do you need to be more intentional in connecting with?

## Daily/weekly/monthly routines



What activities do you do regularly, places that you go?



# WorkSource networking



- Job fairs
- Hiring events
- Job clubs
- Strategies for Success

Workbook page 12

Each WorkSource offers a variety of networking opportunities for job seekers. You can find your local WorkSource office on [WorkSourceWA.com](http://WorkSourceWA.com) under the Resources tab and local events will be listed under the Career tools tab.

## Business card



### For the job seeker

**Phyllis Sanchez**  
**Office Administrator**

Wingbridge WA 99555  
509.555.5555  
PhylSanchez@example.com



- Certified Microsoft Office Professional
- Staff Training
- Human Resources
- Payroll
- Planning and Development
- Scheduling and Logistics

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## Use your pitch



- Direct contact with employers
- Connect to people in your field
- Job fairs and hiring events
- In an interview
- Networking events
- Incidental contacts



Workbook page 14

# 6° of Separation



Six Degrees Of Separation is the idea that all people are six, or fewer, social connections away from each other. This is often called the 6 Handshakes Rule. As a result, a chain of “a friend of a friend” statements can be made to connect any two people in a maximum of six steps. So who do you want to know, and how do you reach them?


## Social media is a powerful tool

**LinkedIn**

**facebook**

**Instagram**

**twitter**






- Put your best foot forward
- Be appropriate, positive & consistent
- Expand your network
- Post and review regularly

Workbook page 16

# LinkedIn

- Identify specific employers
- Connect with people who work there
- Join Groups
- Follow influencers, groups and companies

Showing 10,000+ results

-  **Jamie O'Rand** • 2nd  
Talent Acquisition Consultant at Itron  
Spokane, Washington Area  
Current: Senior Talent Acquisition Consultant at Itron, Inc.  
Christine Miller and Andrea C. Stevens are shared connections
-  **Karla Gehlen** • 2nd  
HR - Senior Director at Itron  
Spokane, Washington Area  
Ashley Steward Cameron, SPHR, Lisa Ross, and 8 other shared connections
-  **Sean Pelfrey** • 2nd  
Client Engagement Specialist at Itron, Inc.  
Spokane, Washington Area  
Current: Client Engagement Specialist at Itron, Inc. - ...to partner closely with Itron Sales and other internal Itron teams to create a strong relationship...  
Michael Anderson, Jeffrey Miller, and 33 other shared connections
-  **Lauren Gilmore, CIR** • 2nd  
Talent Acquisition Manager - North America & Latin America at Itron, Inc.  
Spokane, Washington Area  
Current: Talent Acquisition Manager - North America & Latin America at Itron, Inc.  
Stacie King, Karen Miceli, and 5 other shared connections
-  **Sarah Ricciardelli** • 2nd  
Corporate Communications Program Manager | Marketing Communications and Sales Pr...  
Spokane, Washington Area  
Current: Corporate Communications Program Manager at Itron  
Michael Anderson, Jeffrey Miller, and 16 other shared connections

Workbook page 16

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# Informational Interviewing



## Reach out to a professional in the field:

- Connect on LinkedIn
- Find them on a Company Directory
- Meet them at a Hiring Event
- Get acquainted at a Social Event



## Schedule a time to meet (about 20 minutes)

- Develop questions that make a good impression
- Honor the time limits
- Send a thank you
- Establish a networking relationship

Workbook page 17

Who do you need to reach out to?


What questions do you need to ask?


# Informational Interviewing



An **informational interview** is a meeting to learn about the real-life experience of someone working in a field or company that interests you. It's not a job **interview**, so it's important to keep focused on getting information, not a job offer. Most informational interviews should be 15 – 30 minutes in length when you try to arrange one.

Generating an informational interview may be the goal of some of the contacts you make within an organization using LinkedIn or other resources.

When you get in the interview be sure to restate that your objective is to get information and advice, not a job. Give a brief overview of yourself and your education and/or work background. Be prepared to direct the **interview**, but also let the conversation flow naturally, and encourage the interviewee to do most of the **talking**.

Respect the person's time. If you asked for 15 minutes when you arranged the meeting be sure to honor that, if the employer chooses to continue great (which is often the case).

Two questions you can use to start the conversation are:

- How did you get started in this business/industry/field
- What do you enjoy most about it?

There are multiple ways of identifying employers that may offer the type of position you are seeking.

One of the easiest is to use yellowpages.com. If you know the general type of business simply insert it in the search box. For example: if you were seeking work as a roofer, you would search roofing or if you wanted work in insurance you would search insurance.

Another source is the Find Employer tool on WorkSourceWA.com. Click on the Career tools tab and select Labor Market Information. The Find Employer tool can be found in the left hand column and simply click on it.

As mentioned earlier, direct contact with an employer is the second most effective way of finding a job. Even though they may not have a position posted, this is method can tap into the Hidden Job Market.

## Find employers

<https://www.yellowpages.com/>

The screenshot shows a search for 'dog groomers' in 'Spokane, WA'. The results list several businesses, including 'Julia's Jungle Grooming & Self Dog Wash', 'West Wind Kennels', 'Dee's Dog Grooming', and 'Marcinda Kennels'. Each listing includes contact information, ratings, and a 'Website' link. A COVID-19 advisory banner is visible at the top of the results.

### Find Washington state employers

Find contact information for employers in Washington State. Search by area for an industry or by employer name. This information was updated in 2019.

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The "Find an Employer" tool helps connect job seekers with employers, enhancing Washington's economic growth.

Select area

Search for an employer

Enter Employer Name

Or

Refine by industry

Sector

Manufacturing (31-33)

Chocolate and Confectionery

Industry (optional)

Chocolate and Confectionery

Reset Search

Name	Address	City	Industry	Size
Chocmo	1980 7th Ave NE # 102	Poulsbo	Chocolate and Confectionery Manufacturing	2 employees
Chocolates Charles-Blondes Wa	26207 Maple Valley Black Dams	Maple Valley	Chocolate and Confectionery Manufacturing	11 employees
Chocolates Chocolate Co	7708 Aurora Ave N	Seattle	Chocolate and Confectionery Manufacturing	6 employees
Distant Chocolate	514 Ramsay Way # 101	Kent	Chocolate and Confectionery Manufacturing	5 employees
Distant Chocolate	18251 Cascade Ave S	Tulalula	Chocolate and Confectionery Manufacturing	7 employees
Fine Chocolates	1400 Riverside Dr # D	McVernon	Chocolate and Confectionery Manufacturing	5 employees
Fine Chocolates	700 S 1st St	McVernon	Chocolate and Confectionery Manufacturing	2 employees
Frank's Chocolates	10308 Main St	Bellevue	Chocolate and Confectionery Manufacturing	2 employees

<https://esd.wa.gov/find-an-employer/#/>

Workbook page

# Organize your search

What do you need:

- A calendar
- Record of all your job search contacts
- System for storing your master application, resume, cover letter, and other job search documents



The image shows a 'Job Search Daily Planner' worksheet. At the top, it has a logo and the title 'Job Search Daily Planner' with fields for 'Day', 'Month', and 'Year'. Below the title, there are two main sections: 'job search' and 'activities'. The 'job search' section has a grid of checkboxes for tracking progress. The 'activities' section is a calendar grid with checkboxes for each hour of the day (6am to 4pm). To the right of the grid is a 'TO-DO LIST' section with checkboxes. At the bottom, there is a small note: 'For more personal organization resources, visit www.oremedy.com' and a copyright notice '©Adonology, Ltd.'.

Workbook page 20

Your job search effectiveness is your job search competency multiplied by your connection effectiveness.



## Job Search Contact Sheet

Contact Date	Employer Address Email Phone	Contact Name	Action i.e.: resume, interview, job lead	Interview Date & Time	Interviewer Name	Thank you letter	Expense	Results i.e.: Notes, Future Actions



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*Strategic Job Search Workshop 1/13/20*