Today we will cover:

Identify your career goal
Hidden job market
Personal presentation/pitch
Employer recruitment methods
Networking/social networking
Organizing your job search

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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.
How are jobs found?
How employers hire

Promote from within
Referral from Current Employee
Temp/ Staffing Agencies
Go in Person
Apply Online

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.”
I’m currently seeking opportunities to use my background in software development. With your recent growth I was wondering if there was someone I could talk to about potential opportunities for developers.

So what do you do?
I educate people on computer problems so they can avoid them in the future or resolve it themselves if it happens again.

Notes: ________________________________
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Hi, I’m Sam. I’m a PR manager, specializing in overseeing successful initiative launches. I find the work your PR team does to be innovative and refreshing – I’d love the opportunity to put my expertise to work for your company.
Your Pitch

Introduction—Passion—Ask
Who do you need to connect or reconnect with?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Who do you know who knows someone you need to know or meet?
_________________________________________________
_________________________________________________
_________________________________________________
_________________________________________________
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?
Each WorkSource offers a variety of networking opportunities for job seekers. You can find your local WorkSource office on 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

Notes:

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

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
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

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

Notes: _________________________________________________________
_______________________________________________________________
_______________________________________________________________

Linkedin

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

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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

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Who do you need to reach out to?

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What questions do you need to ask?

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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.
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

Your job search effectiveness is your job search competency multiplied by your connection effectiveness.
# Job Search Contact Sheet

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