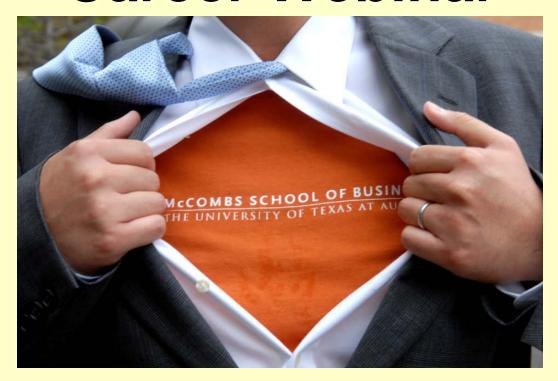


McCombs Career Webinar



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Navigating the Job Search Process



Presented by

Amber N Travis-Ballinas, MBA
Career Coach & Image Consultant
Career Creators—The Career Design Specialists
AmberTravisBallinas@CareerDesignSpecialists.biz
http://CareerDesignSpecialists.wordpress.com

ALUMNI CAREER RESOURCES



Navigating the Job Search Process

THE OVERVIEW



PROCESS DEFINITIONS

Selection Process

the process employers use to choose candidates (who have relevant qualifications which match the job requirements and fit into the culture of the organization) to fill existing or projected job openings.

Job Search Process

 a systematic process used by potential employees to source and apply for existing and future employment opportunities.



THE JOB SEARCH PROCESS

GOAL & STRATEGY

GOAL =

STRATEGY =

 TO MAXIMIZE THE PROBABILITY OF FINDING & SECURING THE PERFECT POSITION WITHIN A LIMITED PERIOD OF TIME. TO UTILIZE VARIOUS
 JOB SEARCH
 METHODS & TACTICS
 SIMULTANEOUSLY;
 WHICH SHOULD
 IMPROVE THE ODDS
 OF SUCCESS.



THE FORMULA FOR A SUCCESSFUL JOB SEARCH

Perspective



Action

= Success

- A systematic job search process requires planning, patience, commitment, and persistence.
- Searching for a job is a job.
- Spend a <u>minimum</u> of three hours per day conducting an active job search.



THE CANDIDATE'S PERSPECTIVE

THE FISHERMAN

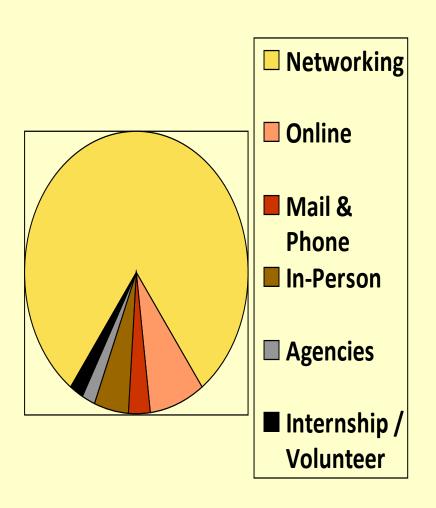
- CHOOSES THE BEST BAIT FOR THE ENVIRONMENT AND CIRCUMSTANCES
- CASTS A WIDE NET, THROWS OUT MANY LINES AT ONCE, AND SETS TRAPS IN VARIOUS LOCATIONS
- KEEPS MOVING AROUND TO DIFFERENT LOCATIONS—ESPECIALLY IF GETTING NO BITES
- ONLY KEEPS THE 'BIG ONES'

THE HUNTER

- CHOOSES ONE LOCATION, ONE TYPE OF BAIT, AND ONE WEAPON
- HUNTS FOR ONLY ONE TYPE OF PREY AT A TIME
- HIDES, SITS SILENT AND STILL, AND WAITS FOR THE PREY TO COME TO THEM
- SHOOTS AT EVERYTHING THEY ARE ABLE TO SEE WITHIN A LIMITED AREA / DISTANCE



SOURCES OF JOBS



Networking = 80%

- Other = 20%
 - Mail & Phone
 - In-Person Visits
 - Online Methods
 - Employment Agencies
 - Internships / Volunteering



THE MOST EFFECTIVE METHOD

NETWORKING

 80% of jobs are found utilizing a professional network of colleagues, friends, and family

- Candidates should regularly ask their contacts, "Who do you know who may have a job opportunity for me?"
- Candidates should tell everyone they know that they are currently searching for a specific position in a chosen industry and be able to concisely explain their skills, knowledge, experience, and area of expertise to network contacts.



Image Does Matter to Employers!

 Fifty-four percent of recruiters report that candidate image, demeanor, and fit are factors which account for 50% of their hiring decisions

What you look like, how you speak, and how you present yourself is just as important as the content of the words that you speak or write.



Image Does Matter to Employers!

Employers, Interviewers, and **Recruiters** make instantaneous judgments about candidates within five to thirty seconds based solely on the candidates' image and demeanor

- Creating an appropriate image involves crafting a professional package
 - Digital Image
 - In-person Image



Candidate Background Screens

83% of executive recruiters polled admitted to using the internet to investigate a candidate's background and history.

 Employers believe that past behavior is predictive of future behavior.



TYPES of PRE-EMPLOYMENT SCREENING

- Criminal Background Investigation
- Driving Record Investigation
- Credit History Investigation
- Electronic Internet Image & Profiles
- Past Employment / Employer References
- Military Service History
- Educational / Training Records Investigation
- Drug / Alcohol / Tobacco Screens
- Physical / Emotional / Personality Examinations



Criminal Background Screens

A conviction will not necessarily bar a candidate from employment— with two exceptions:

- A Conviction related to a violent crime i.e. Murder, Assault, & Rape
- 2. A conviction which is substantially or reasonably related to the functions or qualifications of the position for which they are applying

- Describe fully the conviction including the nature, dates, and rehabilitation since then
- Any omissions, misrepresentations, or false information provided on the employment application may result in the rejection of the application, future discipline, or termination (if already hired) and automatically disqualifies the candidate for unemployment benefits!!!



Professional References

 It is important to have between three to five professional references

- which are immediately available to speak to a potential employer
- to include on the application and with the job search documents

- Include a mix of reference types including:
 - one former employer
 - one former client / subordinate / or coworker
 - one professional affiliate



Criteria for a Professional References

References must:

- Have known the applicant for minimum of 2 years
- Be knowledgeable about applicant's character, work habits, capabilities, and overall suitability for employment

Use only professional contacts:

- Current or former supervisors
- Current or former coworkers
- Current or former clients, distributors, or suppliers
- Current or former subordinates
- Teachers or Coaches
- Affiliates from Professional Associations or Organizations
- DO NOT USE FRIENDS OR FAMILY !!!



Navigating the Job Search Process

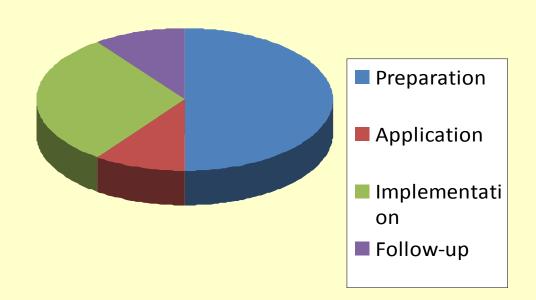
THE SPECIFICS



Steps in the Job Search Process

- 1. Preparation = 50%
- 2. Implementation = 30%
- 3. Application = 10%
- 4. Follow-up = 10%

Percentage of Time Conducting Steps in the Process





SUMMARY OF STEPS IN THE JOB SEACH PROCESS

- Create a plan of action & time management plan
- Conduct a candidate and employer needs analysis ("S.W.O.T")
- Search for available positions in your area of expertise, city of interest, salary range, etc.
- Choose top five positions / organizations
- Research company, industry, position, product, service, salary range, interviewer etc

- Prepare <u>targeted</u> documents for each position
- Prepare References
- Apply for top five positions
- Create an appropriate job search image / package
- Practice answering common interview questions specific to each position
- Check your background & do damage control
- Follow-up



THE 'S.W.O.T.' ANALYSIS

Strengths, Weaknesses, Opportunities, & Threats

 The process of analyzing and understanding what features & benefits one offers and what one wants and needs in a job, company, and career opportunity

Personal Features & Benefits:

- What specialized knowledge, skills, abilities, experience, education, traits, etc. that one offers as an employee and how these will benefit the employer
- How one is able to resolve problems and relieve pain for the organization
- Results one is capable of producing or has produced in the past



THE 'S.W.O.T.' ANALYSIS Continued

- Personal & Professional Goals and Needs:
 - What are your <u>minimum salary</u> <u>requirements</u>?
 - Where do you want to be located?
 - What industry type are you interested in?
 - What organizations do you want to work for?

- Why do you want to work for those organizations?
- What type of jobs do you want to perform?
- How qualified for those particular positions are you?
- Why do you wish to perform particular jobs / duties?



Organizational Analysis--Research

 The process of understanding what each specific employer wants and needs in their employees and learning about each unique organizational environment

Sources of Information:

- the organization's website
- the job description
- internet search engines / websites
- newspaper & magazine articles
- professional industry journals
- organizational annual reports
- informational interviews
- job fairs
- site visits
- salary surveys



Creating the Package—Personal Brand

Appropriate Attire for Job Searching:

- Conservative Business Suit
- Traditional Shirt or Blouse
- Clean, Close-toed Shoes / High Heels 2 Inches or Less
- Minimal Jewelry / Small and Tasteful
- Simple, Dark Colored Hosiery (Females)
- Simple, Professional Accessories & Bags

Inappropriate Attire for Job Searching:

- Denim or Exercise Clothes
- Shirts without Collars
- Dirty or Scuffed Shoes / Strappy High Heels
- Noisy, Large, Dangling, or Stacked Jewelry
- Loud Fragrance or Cologne
- Anything Trendy or Unconventional
- "Sexy" or Provocative Attire
- Cleavage / Visible Skin
- Bare Legs or Arms
- Short Skirts more than 4" above Knees
- Sheer or Bedazzled Eveningwear
- Visible Undergarments
- Visible Tattoos or Random Piercing



Creating the Package—Personal Brand

Professional Demeanor for Job Searching

- Use Formal & Eloquent Speech and Writing
- Use Excellent Manners & Etiquette
- Treat Everyone with Courtesy & Respect

- Stand Straight with Shoulders Back & Head Up
- Use Direct Eye Contact
- Shake Hands Firmly
- Smile Genuinely
- Stay Positive / Never Complain or Speak Negatively
- Be Knowledgeable and Prepared



Creating the Package—Personal Brand & Digital Image

- Creating a positive electronic image requires proactive management of your 'digital reputation'
- 1. Discover what currently exists.
 - Enter your name (enclosed in quotation marks) into any online search engine
- 2. Do the necessary damage control.
 - "Untag" any inappropriate photos
 - Set your Facebook and MySpace privacy settings to 'private' / 'friends only'
 - Delete any blog entries, tweets, or photos that create an unprofessional image
- 3. Create a "LinkedIn.com" professional networking account and complete the profile information 100%
- 4. Create your own web page & blog and control the content
 - www.wordpress.com
- 5. Check your own background, credit history, and driving records
 - http://www.beenverified.com
 - http://www.backgroundchecks.com
 - www.annualcreditreport.com
 - State Department of Public Safety



Preparing References

Reference Rules to Remember:

- The applicant should first ask permission of the reference before providing the references' personal contact information to an employer.
- The applicant should inform their references when they are actively searching for a job.
- The applicant should give the references details about the types of employers and positions for which they are applying.
- The reference document should be a separate document-independent of the resume.
- The job applicant's complete contact information should be included in the first section of the reference document.
- The applicant should provide reference information ONLY when it is formally requested.



Practice Answering Commonly Asked Interview Questions

- 1. Tell me about yourself?
- 2. Why should I hire you? Or How would you be an asset to this organization?
- 3. Why do you want to work for us?
- 4. What do you believe to be your strongest characteristics? Greatest strengths?
- 5. What do you believe to be your weakest characteristics? Greatest weaknesses?
- 6. Give me an example of a situation when you were participating in a team or group project and there was a 'slacker' in the group? What did you do personally to complete the project correctly and on time?
- 7. Tell me about a situation in which your integrity or ethics were challenged? Explain how you dealt with this situation?
- 8. Describe a problem that you solved for an employer? How did you deal with the situation? What was the outcome? What did you learn from it?
- 9. What is the biggest misconception about you or your work history?
- 10. Have you ever been asked to leave a position?



STEP 2: IMPLEMENTATION

Methods

- Sign up with an Employment Services Agency
 - Identify agencies that specialize in your chosen field
 - Contact the agency often to let them know your availability and desire to work
 - Utilize the free training available to improve your marketability and skills
- Contact an Online Recruiter
- Attend Career Fairs and Job Fairs in your local area

- Use Web / On-line Job Search Services
 - Search on-line job banks
 - Refine your job search to a specific geographic location, industry, duration, company name, experience, salary needed, and keywords
- Post your resume on-line
- Build your own web site
 - Feature work samples
 - Create a video resume and post it on your website
 - Add the link to your resume and cover letter



STEP 2: IMPLEMENTATION

Methods

Cold Calling

- Target a specific area or building
- Knock on every door in that building or area and handdeliver your generalized resume and cover letter to each business in that building or area
- Take a business card from each business that agrees to receive your resume and cover letter; write the hiring manager's contact info on the back of the card
- Follow-up with hiring manager and ask for an interview or meeting

- Targeted Mailings and Targeted In-Person Visits
 - Target specific organizations
 - create specialized documents
 - mail or hand-deliver to the proper decision-maker
 - Follow-up to schedule interviews
- Take an Internship
 - Paid or un-paid opportunities to gain experience in a specific industry or company
 - Usually duties are higher level than an entry level position
- Network, Network, Network!!!



STEP 3: APPLICATION

Apply to top five organizations / positions based on candidate's match and fit to the job and environment using targeted cover letter and resume documents

METHODS:

- Online application
- Walk in application
- Mail in application
 - Registered mail
- Email application
- Networking Contact / Referral
- Combination of any above



STEP 4: FOLLOW-UP

- Maintain accurate records / files for each application
 - Contact dates
 - Contact names
 - Targeted documents
 - Applications
- Write 'thank you' email and letter to contacts within 24 hours

- Follow up with the appropriate contact person once per week ONLY
- Repeat this process weekly until you secure an interview, are rejected, or secure a job



THANK YOU!

QUESTIONS?