JOB SEARCH STRATEGIES WORKSHOP
OVERVIEW OF JOB SEARCH PROCESS

• Preparing
  – Perform a self-assessment
  – Establish a brand
  – Prepare your tools/begin networking
  – Conduct career and industry research
  – Identify job titles and organizations of interest

• Conducting the Search
  – Establish goals and expectations
  – Know the employer’s perspective
  – Take specific steps in job search
  – Maintain an effective approach
  – Evaluate your job search activities
  – Take care of yourself
By failing to prepare, you are preparing to fail.

Benjamin Franklin
SELF-ASSESSMENT IS FIRST.

- What are your skills and interests?
- What are your strengths and qualifications?
- What are your short-term and long-term goals?
- What type of work environments would you prefer?
- What other work values are important to you?

Reflect on these important issues!
ESTABLISH A PERSONAL BRAND.

What do you want people to associate with you when they think of your name?

• Audit your online presence.
• Take advantage of LinkedIn by uploading photos, papers & videos that show your work.
• Volunteer, to show interests beyond yourself.

• Associate yourself with respected groups and individuals.
• Be consistent. Your resume, LI profile & elevator speech should all be in sync.
• Scrapbook written references/testimonials from colleagues, managers, teachers, etc.

Know what you have to offer & be able to verbalize it!!
PREPARE YOUR TOOLS.

• Fine tune your resume and tailor it to each employer. Same with the cover letter. Have these documents reviewed by a career professional.

• Work on your interview skills via mock interviews or Perfect Interview and Interview Stream 360. Consider the most frequently-asked interview questions.

• Get an internship! Employers highly value this experience.

• Line up your references (preferably three).

• Buy appropriate interview clothes.
• Clean up any ‘digital dirt’ you have on social media sites.

• Join campus or professional organizations, particularly those related to your major or intended industry.

• Develop and maintain a strong LinkedIn profile, and take advantage of its networking opportunities.
CONDUCT CAREER & INDUSTRY RESEARCH.

To make informed choices, you also need to know what is going on around you, such as:

• Labor market trends
  – Reduction in benefits
  – Greater job turnover
  – Which occupations are growing
• Economic trends
  – Outsourcing
  – Start-up businesses

Use the library, internet, publications, etc. Keep up with the news! Join LinkedIn groups related to your field. Subscribe to magazines and blogs. Do your research. Read, read, read!
TARGET JOB AND INDUSTRY.

Based on what you learn, explore job titles and industries that best suit you:

• Career information websites:
  – “What Can I Do With a Major in…”
  – Occupational Outlook (www.bls.gov/oco)
  – America's Career Infonet (acinet.org/acinet/)
  – CareerExpress resources on the CDC website

• Professional organizations, industry and company websites
• Internships
• Personal contacts; informational interviews; Alumni Association

Develop a list of specific job titles & potential industries and don’t forget to research employers!
OTHER OPTIONS

- Further education. Certificate, credential or master’s programs could enhance your marketability. Do the research.
- Seek part-time jobs or volunteer activities related to your career field.
- Temporary work can give you exposure to different work environments.
- Consider computer classes or involvement with groups like Toastmasters or the Conversation Lab to hone your speaking skills.
- Seasonal/outdoor work can provide you with a well-needed break. You may meet people who can become part of your network.
- Travel and learn!
Here are the top skills and qualities of the “Perfect Job Candidate,” according to employers of college graduates (National Association of Colleges and Employers):

- Communication skills
- Strong work ethic
- Initiative
- Interpersonal skills
- Problem-solving skills
- Teamwork skills
- Analytical skills
- Flexibility and adaptability
- Computer skills
- Detail-oriented
- Leadership skills
CONDUCTING THE SEARCH
GOALS & EXPECTATIONS

• There are jobs out there – but competition is keen for most of them.

• The average job search takes 3 - 5 months.

• It’s not all about you. You must focus on what the employer is looking for – after all, the employers hold all the cards!

• Looking for a job is a job in itself!
SPECIFIC JOB SEARCH ACTIVITIES

- Identify employers for the specific job title & industry identified in the preparation stage via
  - Networking, including LinkedIn
  - Library databases and books
  - Internet research
  - Trade associations and company websites

- Identify job openings via
  - Networking, including LinkedIn
  - Online job boards (e.g. Cal State LA’s Handshake)
  - Employment/recruiting agencies
  - Career/job fairs and tradeshows
  - State/county employment offices
WHO IS IN YOUR NETWORK?

Every person you contact!

- Family
- Friends
- Co-workers
- Fellow students
- Professors, staff
- Neighbors & acquaintances
THREE QUESTIONS FOR YOUR NETWORK

1. “Do you know anyone who might have a job opening in the field of __________________? If no, then

2. “Do you know of anyone else who might know of someone who would?”

3. “Do you know someone who knows lots of people?”
SPECIFIC JOB SEARCH ACTIVITIES

- Attend networking events
- Submit applications and/or resumes
  - Prepare specifically for each employer and position
- Interview
- Follow-up
  - Send thank-you
  - Keep checking back
MAINTAIN AN EFFECTIVE APPROACH.

• Conduct an organized search, keeping track of applications sent, follow-ups and interview dates.

• Transmit positive energy. Always be courteous and gracious to everyone and don’t forget the power of the “thank you.”
YOUR RESPONSIBILITIES

• Provide accurate information about yourself on resumes and job applications.
• Show up on time for all scheduled interviews.
• Interview genuinely, and interview only for jobs you are truly interested in.
• Communicate your acceptance or refusal of a job offer as promptly as possible.
• Accept a job offer in good faith.
• Claim fair reimbursement if an employer agreed to reimburse you for costs incurred during your recruitment.
EVALUATE YOUR JOB SEARCH ACTIVITIES.

- Be willing to change job search tactics if something isn’t working.
- Talk to successful job hunters and find out what techniques worked for them.
- Career counselors can help. Apprise them of your activities and listen to their advice.
REASONS SOME JOB SEEKERS GET STUCK - -

• They don’t make finding a job a job itself.
• They don’t develop a system for finding work.
• They have an unrealistic idea about the market for their skills.
• They don’t acknowledge the emotional stress that job-seeking entails.
• They refuse to consider employment outside LA.
• They don’t recognize that ‘getting the interview’ is absolutely vital.
• They don’t prepare well for interviews.
• They don’t sell themselves in interviews.
• They interview with the attitude of “what can you do for me?”
• They refuse to consider a range of job possibilities.
TAKE CARE OF YOURSELF.

Job searching can be demanding and frustrating. Make sure to get support.

Involve your family and friends in your job search.

Inform them of the seriousness of this project, and ask for their help and understanding.
BE POSITIVE.

• Remember your support group – don’t be afraid to seek them out.

• Don’t take rejection personally.

• Focus on the things you can control – your attitude, diet, exercise schedule, focus and organization.
QUICK SUMMARY

• Prepare, by knowing yourself, knowing the job market, growing a network, honing your job search tools and doing the research.
• Understand what employers are looking for.
• Be realistic about the job search.
• Have a structured approach to the job search.
• Consider the different ways to find a job.
• Know the importance of networking. (70% rule)
• Know the responsibilities of the job seeker.
• Take care of yourself.
FINAL THOUGHTS -

• Your first job will not be your dream job. You have to start somewhere, gain experience, and move on from there.

• Be open to looking beyond LA for a job. It’s a big country, a big continent and a big world. Broaden your horizons.
THERE WILL BE A JOB FOR YOU AT THE FINISH LINE.

Visit the Career Center or call us at (323) 343-3237 to schedule an appointment with a career counselor.

www.calstatela.edu/careercenter