

Job Search Strategies Workshop

Cal State L.A.

Career Development Center



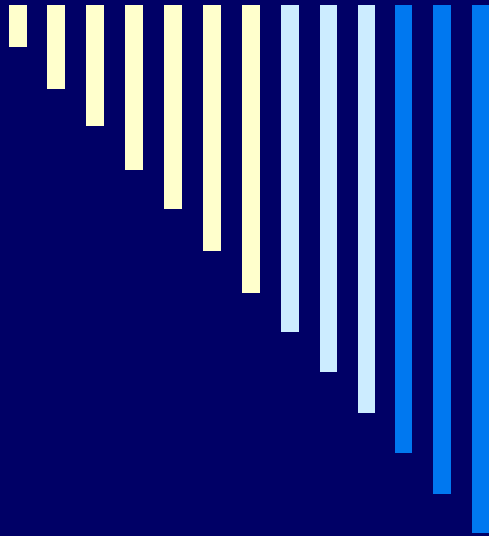
Overview of Job Search Process

□ Preparation

- Perform a self-assessment
- Prepare tools
- Conduct an “environmental scan”/do your research!
- Identify a target job and industry

□ Conducting the Search

- Establish goals and expectations
 - Know the employer’s perspective
 - Specific steps in job search
 - Maintain an effective approach
 - Evaluate your job search activities
 - Take care of yourself
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Preparation

Before anything else, preparation is the key
to success

- Alexander Graham Bell



Self-assessment is first.

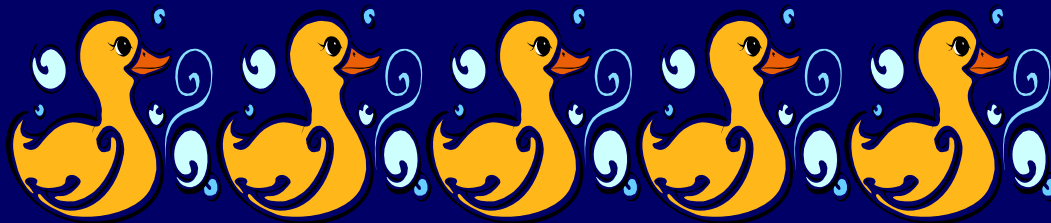
- What are your skills and interests?
- What are your strengths and qualifications?
- What are your short-term and long-term goals?
- What type of work environments would you prefer?
- What other work values are important to you?

It is time to reflect on these important issues!



Get your ducks all in a row - - -

- ❑ Fine tune your resume and tailor it to each employer
- ❑ Work on your interview skills via mock interviews or Perfect Interview
- ❑ If you still have time, consider getting an internship
- ❑ Line up your references (preferably three)
- ❑ Buy appropriate interview clothes
- ❑ Clean up any digital dirt you may have on social websites





Environmental Scan

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
 - Knowledge-based economy

Use the library, internet, publications, etc. Keep up with the news! Do your research!



Target job and industry

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

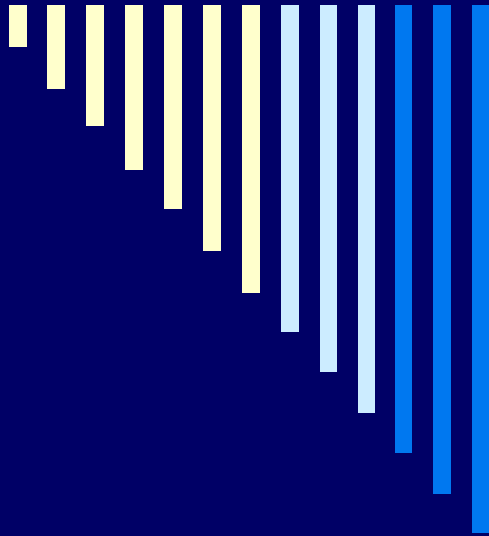
- Career information websites:
 - “What Can I Do With a Major in...”
 - Occupational Outlook (www.bls.gov/oco)
 - America's Career Infonet (www.acinet.org/acinet/)
- CHOICES – available in the CDC Library
- Professional organizations, industry and company websites
- Internships
- Personal contacts; informational 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 and master's programs could enhance your marketability.
 - ❑ 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 (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!
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Conducting the Search



Goals & Expectations

- There *are* jobs out there – but competition is keen for most of them
- The average job search takes 4 – 6 months
- If you can clearly picture the type of job you want, you are more likely to be successful
- Looking for a job is a job in itself!





Desirable Skills & Qualities

Here are the top skills and qualities of the “Perfect Job Candidate,” according to employers of college graduates, polled in 2010:

- Communication skills
 - Strong work ethic
 - Initiative
 - Interpersonal skills
 - Problem-solving skills
 - Teamwork skills
 - Analytical skills
 - Flexibility and adaptability
 - Computer skills
 - Detail-oriented
 - Leadership skills
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Specific Job Search Activities

- Identify employers for the **specific** job title & industry identified in the preparation stage via
 - Networking
 - Library databases
 - Phone book
 - Trade association and company websites
 - Identify job openings via
 - Networking
 - Online job boards (e.g. MonsterTRAK)
 - Employment agencies
 - Job fairs and tradeshow
 - State employment offices
 - Newspaper want ads
-



Who is in your network?

Every person you contact!

- Family
- Friend
- Co-worker
- Professors, staff
- Acquaintances





Three questions for your network

1. “Do you know of anyone who might have an opening for a person with my skills?” 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

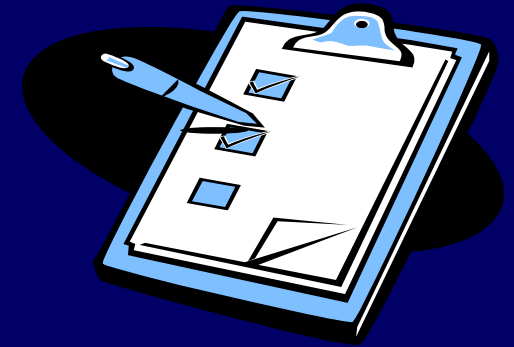
- Submit application and/or resume
 - Prepare specifically for each employer and position
 - Use Career Center resources
- Interview
 - Use Career Center resources
- Follow-up
 - Send thank-you
 - Keep checking back





Specific Job Search Activities

- Create a daily routine for each day of the week, for example:
 - New contacts/applications - Mornings
 - Employer research – Mornings
 - Networking - Afternoons
 - Follow-ups – Afternoons
 - Relaxation





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.
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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 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.
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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.

Take Care of Yourself

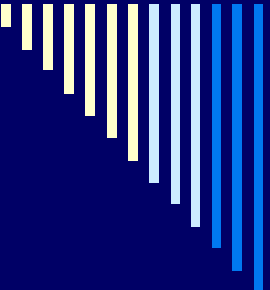


- ❑ Remember your support group – don't be afraid to seek them out.
- ❑ Don't take rejection personally.
- ❑ Focus on the things you **can** control – your attitude, diet, exercise schedule, focus and organization.



Quick Summary

- ❑ Prepare, by knowing yourself, knowing the job market, and doing 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
 - ❑ Know the responsibilities of the job seeker
 - ❑ Take care of yourself
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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.
We are here to help!

