

JOB SEARCH HANDBOOK

Workshop Sponsored By: Friends of the Mission Viejo Library
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 - National Manager of Staffing, Toyota USA (10 years).
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 - Career Center Manager, UCLA Anderson Graduate School of Management (4 years).
 - Career Counselor, UCLA Placement and Career Planning Center (7 years).
 - Career Counselor, Chicago State University (5 years).
 - Career Counselor, Illinois Department of Labor (3 years).
- **Publications**
 - Co-author with Susan Bernard, *Job Search Strategy for College Grads*, Adams Publishing.
 - Authored numerous articles on different aspects of the job search for the *Wall Street Journal*, *Business Week*, *Working Woman*, *Journal of College Placement*.
- **Production**
 - Co-wrote and produced 10-part series “How to Find a Job” for ABC TV.
- **Education**
 - Master's degree in Vocational Counseling
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1. INTRODUCTION

UNDERSTANDING THE JOB SEARCH PROCESS

Think strategically about your career/professional life

- **Best career choices are based on knowledge**
 - Of yourself.
 - Of labor market.
- **Worse career choices are made out of desperation**
 - “I need a job.”
- **Two ways to approach the job search:**
 - Find out what jobs are available and apply for them.
 - Determine what you want to do and where you want to do it, and pursue it.
 - An effective job search combines elements of both.

GEARING UP FOR A JOB SEARCH

- **Give yourself enough time**
- **Know what you are looking for**
 - What do I want to do?
 - Where do I want to do it?
 - How am I going to get there?
- **Develop the right mind-set**
- **Allow for serendipity**
 - The process is deliberate.
 - The actual job you find may be by accident.

2. WHAT DO I WANT TO DO?

NARROWING YOUR CHOICES

Individuals are uniquely different as measured by their skills/activities, values and interests.

There are a number of fields and a range of jobs for which each individual is qualified..

- **Skills can be acquired in many ways:**
 - Education.
 - Work experience.
 - Volunteer activities / clubs.
 - Hobbies.
 - Family / social activities.

To say you have a skill is not enough! You must be able to demonstrate to an employer that you possess the skill and have factual information to back-up your claim.

Work related **values** are an expression of personal values and include such preferences as being secure, having status, helping people, making money, improving society, being independent. If your values are clear, it will be easier to choose a career that is in harmony with you.

Interests (the activities you enjoy) and the environment in which you are comfortable are significant factors to consider when making career choices. The following is a popular typology:

- **Mechanical / Outdoors / Hands-on**
- **Analytical / Investigative**
- **Artistic / Creative**
- **Social / Helping**
- **Enterprising / Persuasive**
- **Attending to Details / Quantitative**

Self Assessment Resources: *What Color Is Your Parachute?* Richard N. Bolles. This book is the bible for job hunters. A must for your job search library.

Pathfinder: How to Choose or Change Your Career, Nicholas Lore. This includes over 100 self-tests and exercises to help you choose a career.

3. WHERE DO I WANT TO WORK?

IDENTIFYING APPROPRIATE FIELD OR FUNCTION AND INDUSTRY

The purpose of research is to provide unbiased information about jobs, industries and organizations.

“Where do I want to work?” is a complex question that requires significant research. You start with identifying a field and an industry in which you wish to work.

- The field refers to the type of work.
- It could also be a job title. Consulting, Human Resources, Marketing, Sales, Secretarial are examples.
- The *Occupational Outlook Handbook*, published by the U.S. Department of Labor, Bureau of Labor Statistics, is an excellent source.
- Industries include Real Estate, Education, Entertainment, Healthcare, Non-Profit.
- *Standard and Poor’s Industry Surveys*, published by Standard and Poor’s Corporation, while quite technical, does provide a great deal of information, including an analysis of trends and problems, an examination of the prospects for a particular industry, and similar information.

Occupational Research	Industry Research
<ul style="list-style-type: none">• Job descriptions• Employment figures• Education and training requirements• Earnings• Job outlook	<ul style="list-style-type: none">• Size• Stability• Growth potential• Salary averages• Atmosphere

TARGETING ORGANIZATIONS

What kind of company or organization do you want to work for? The fact is there are millions of possibilities in the universe. You must narrow your search to a workable number. There are many ways to do this based on size, geography, product or service, public or private, for- or non-profit, among others.

Whatever variables you choose, try to compose a list of about 100 companies that fit your profile. For instance, your list might be companies whose headquarters are based in Orange County; or companies with 100 or fewer employees; or organizations that provide child care benefits; or major research universities in the U.S., or all organizations Merrill Lynch has issued a "buy" for. Publication such as Business Week's *100 Best Small Companies* and Fortune's *100 Fastest Growing Companies* are valuable resources. Public libraries are a rich source of all kinds of directories. Just ask!

Organizational Research

- Products or services
- Reputation
- Size
- Divisions
- Growth record

4. HOW AM I GOING TO GET THERE?

DEVELOPING JOB SEARCH SKILLS

Preparing a Resume

The goal of an effective resume is to get you an interview

- A resume is:
 - A brief summary of your background.
 - A screening device, not a selection device.

What to Include

- Short outline of educational background
- Comprehensive work history
- Selected personal data

What to Omit

- Names and addresses of references, and names of previous or current supervisors
- Reasons for leaving previous employment
- Salary data
- Religion, race, ethnic origin or political affiliation
- A photograph of yourself

Types of Resumes

The various forms of the resume all include your education and experience but present the material in different ways

Chronological	Functional
<ul style="list-style-type: none">• Experience is outlined in reverse chronological order• Begin with the most recent or current position followed by earlier positions• Use this format when you have held a series of progressively more responsible jobs• Is most traditional and easiest to construct• Best for those who have significant experience in the field where you are seeking a job	<ul style="list-style-type: none">• Focus is on performance and activities, minimizing job titles and employers• Intention is to highlight your most important job functions regardless of actual employment chronology• Good for job changers who want to minimize job titles and emphasize the diversity of their skills• Good for those with gaps in employment history

Chronological Resume Outline

Name:

Address:

Phone (Indicate if Cell #):

Email Address:

Objective (optional):	State clearly and concisely level of job, function, industry.
Summary of Background (optional):	Don't repeat information already on resume. May include specific technical skills.
Education:	Schools, degrees, dates. Courses taken in / outside of major related to employment objective. Thesis title.
Honors:	Honors, awards, significant academic recognition.
Experience Summary:	Job titles. Names of employers, locations, dates worked. If you worked for an employer that is not well known, include a brief statement that describes the organization. Focus on problems solved, goals achieved.
Additional Information (optional):	Community activities, hobbies and interests, travel and languages if related to career objective.
References:	State "References are available on request."

Functional Resume Outline

Name:

Address:

Phone (Indicate if Cell #):

Email Address:

Summary of Skills: Select the skills you wish to highlight (no fewer than three; no more than six.) Consider skill patterns that run through experience, education, and interests.

Education: Schools, degrees, dates. Courses taken in / outside of major related to employment objective. Thesis title.

Honors: Honors, awards, significant academic recognition.

Experience Summary: Names of employers, locations, dates worked job title. May include a brief description.

Additional Information (optional): Community activities, hobbies and interests, travel and languages if related to career objective.

References: State "References are available on request."

Action Verbs

Achieved	Earned	Judged	Recruited
Administered	Effected	Justified	Reconciled
Advised	Enlarged	Keynoted	Rectified
Analyzed	Engineered	Launched	Reduced
Approved	Established	Lectured	Reorganized
Arranged	Evaluated	Led	Reported
Assisted	Examined	Licensed	Researched
Brought	Executed	Maintained	Reshaped
Built	Expanded	Managed	Restored
Catalogued	Expedited	Mastered	Revised
Changed	Experienced	Mediated	Scheduled
Clarified	Facilitated	Merged	Selected
Collaborated	Financed	Moderated	Served
Conceived	Formed	Modified	Simplified
Conducted	Formulated	Motivated	Sparked
Constructed	Founded	Negotiated	Solved
Consulted	Generated	Nominated	Sorted
Contracted	Governed	Obtained	Spearheaded
Controlled	Graduated	Operated	Strengthened
Converted	Grouped	Ordered	Studied
Coordinated	Guided	Originated	Supervised
Correlated	Halved	Organized	Systematized
Created	Handled	Overcame	Tailored
Decided	Harmonized	Participated	Taught
Defined	Headed	Performed	Transformed
Delegated	Identified	Persuaded	Trained
Delivered	Improved	Pioneered	Trebled
Demonstrated	Implemented	Planned	Uncovered
Designed	Increased	Presented	Unified
Detailed	Indexed	Prepared	Upgraded
Determined	Influenced	Presided	Verified
Developed	Innovated	Produced	Won
Devised	Initiated	Promoted	Wrote
Directed	Inspired	Provided	Wrought
Discovered	Installed	Published	
Distributed	Instituted		
Doubled	Integrated		
Drove	Interviewed		
	Introduced		
	Invented		
	Investigated		

Resume Checklist

1. Is the text centered and balanced on the page?
2. Have you eliminated errors: spelling, grammar, and typos?
3. Is there plenty of "white space" on each page?
4. Have you avoided technical jargon unique to a limited field?
5. Do sentences start with an action verb?
6. Is "I" used sparingly, if at all?
7. Are all statements parallel?
8. Have you avoided big words, lush adjectives, and superlative statements?

Resume Scanning

Employers use technology to make recruiting process more efficient by scanning incoming resumes into a database

- search resume for key words

Resume Guidelines

- Use key words in resume and cover letter.
- Use black ink, white paper.
- Avoid italics, underlining, multiple fonts.

Application Preparation

- Be specific.
- Complete all questions accurately.
- Do not lie. (The information you supply may be verified and is kept on file as a permanent record.)
- State information in a positive manner.
- Be neat; type if possible.
- Make a copy for your records.

Preparing a Cover Letter

- Provides an opportunity to tailor your background to fit the job you are applying for; and
- Allows you to suggest the areas in which your skills fit an employer's needs.

- ***First paragraph:*** Should grab an employer's attention by
 - Including the name of a mutual contact, if you have one.
 - Describing why you are interested in a job with their company.
 - Showing that you have done your homework.

- ***Second paragraph:*** Should relate specific experiences or educational accomplishments that show you have qualifications for the job by
 - Giving examples and relating your background to their needs.

- ***Closing paragraph:*** Request an interview and explain how you plan to follow up.

Preparing for an Interview

The goal of an effective interview is to get you a job.

1. What information do I have concerning the company, organization, and/or job? (Why am I interested in this position?)
2. What is my educational background? How is my background relevant to the job? (Specific classes, degrees?)
3. What is my work experience background? (How are my experiences relevant to the job? What skills did I use in previous experiences that are relevant to this job? What did I contribute in my past jobs? What challenges did I face in my past jobs? Why did I leave past jobs?)
4. What are my career goals? (How are my goals related to the organization?)
5. What are my personal skills and abilities? (How do these skills relate to the future job? What are specific examples of how I used these skills?)
6. My strengths are (How did they develop? In what activities? How are they maintained?)
7. My weaknesses are (How am I improving them?)
8. What additional information would I want the interviewer to be aware of? (Summarize if appropriate or add information that seems essential).
9. Questions which I may want to ask the interviewer? (i.e., What are the opportunities for promotion? What kind of training is provided?)

What to Expect at the Interview

- **Be aware of the types of interviews**
 - Screening
 - Hiring
 - Informational
- **Be aware of the types of questions**
 - Traditional interview
 - Case interview style
 - Behavioral interview style

Familiarize Yourself with the Typical Interview Format

Ice-Breaking Period

- Sets the tone for the interview
- Be prepared with small talk

The Body

- **Job / organization / industry**
 - Why am I interested in this position?
- **Educational background**
 - How is my education relevant to this job?
- **Experience background**
 - What skills did I use in previous jobs that are relevant to this job?
 - What challenges did I face in past jobs?
 - Why did I leave past jobs?
- **Goals**
 - Are my goals consistent with those of the organization?
- **Strengths and weaknesses**
 - What are my strengths?
 - How did I develop them?
 - What are my weaknesses?
 - How am I working to improve them?

Summary / Closing

- Add important but brief information
- Ask key questions
- Find out the next step

Follow Up

- **Send Thank You letter (1–3 days later)**
 - Be specific.
 - Repeat something from the interview.
 - Tell the interviewer something new.

Do's

- Act natural and appear relaxed.
- Show enthusiasm.
- Listen to the interviewer.
- Clarify ambiguous questions.
- Give specific examples to support your statements.
- Ask relevant questions.

Don'ts

- Be late.
- Present an extreme appearance.
- Become emotional.
- Talk too much.
- Talk too little.
- Oversell your case.
- Try to be funny.
- Emphasize salary and benefits.
- Criticize yourself or undervalue your background.

Difficult Question Sampler:

- Tell me about yourself.
- How would you describe yourself?
- Why should I hire you?
- What would you change about yourself?
- Tell me about a mistake you made.
- How do you spend your spare time?
- How much money do you expect to be making in five years? In ten years?
- If you were hiring for this job, what qualities would you look for?
- Tell me something about yourself that's not on the resume.

Good Questions Sampler:

- Are there plans to make any major changes to your organization?
- How are employees evaluated? How often?
- What would you expect of someone in this position to accomplish in the first six months of employment?
- What qualities define a star in this organization?
- Why is this position open?
- What has this organization done to weather these difficult times?

Closing the Deal: Negotiating and Evaluating Offers

<ul style="list-style-type: none">• Salary• Other incentives<ul style="list-style-type: none">– Signing bonus– Performance bonus– Profit sharing– Commissions– Stock options / purchase	<ul style="list-style-type: none">• Benefits<ul style="list-style-type: none">– Health insurance<ul style="list-style-type: none">▫ Medical, dental, vision– Flexible spending account– Other insurance<ul style="list-style-type: none">▫ Life, disability– Retirement plan– Pension plan– Credit Union– Child care; elder care– Tuition reimbursement	<ul style="list-style-type: none">• Leave<ul style="list-style-type: none">– Vacation– Sick– Personal• Relocation<ul style="list-style-type: none">– Moving costs– Transportation– Temporary living expenses• Other<ul style="list-style-type: none">– Car allowance– Parking– Personal
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Closing the Deal—Preparation

- Know what you are worth
 - Years of related experience.
 - Additional education.
- Know what you want
- Establish a time-line

Closing the Deal—Negotiation

- Be reasonable
- Base negotiation on fact
- Ask for everything at once

MARKETING YOURSELF: NETWORK! NETWORK! NETWORK!

Traditional Sources of Jobs

- **Want ads**
 - Print
 - Electronic
- **Employment agencies**
 - Temp help agencies
 - Executive search firms
- **Professional and trade associations**
 - Journals
 - Meetings, seminars
- **Campus job resources**
 - Career center
 - Alumni office
 - Career fairs
- **Personal contacts**

A Targeted Approach

- **Develop a list of organizations that interest you**
 - Best if the organizations are in same or similar field.
 - Utilize multiple resources to identify organizations; e.g., newspapers, periodicals, professional journals, annual reports, newsletters, and organization's specific web sites.
- **Research the organizations for key information**
 - Issues
 - Key staff
 - Contracts, grants received
 - Revenue, number of employees
- **Utilize the direct approach**
 - Find the name of the person to whom you would report.
 - Use your network to make a contact.
 - Send a resume and cover letter for the specific job you are interested in.
 - Follow up after one week and one month
 - Try to schedule a meeting or a phone conversation.
 - May solicit his / her secretary for help.
 - Ask about next steps.
 - If not now, in a year?
 - Ask for advice on resume and job search strategy.
- **Stay in the running**
 - Send a Thank You note.
 - Fax a relevant article on subject of mutual interest.
- **Follow up monthly**
 - Move on after three follow-ups.

SOME IDEAS TO GET YOU GOING

Consider **volunteering**. Volunteer experience can be a great way to keep you active and organized. Only consider those organizations in which you can further your skills or a work environment you have some interest in.

Don't overlook **entry level or support** positions to gain access to an organization of interest to you. This is the old "beginning at the bottom" or "starting in the mailroom" concept.

Take **courses** that will give you new or enhanced skills. Your classmates and instructors are valuable sources of information in the field.

Consider a **temporary job** to give you additional income. Utilize the many agencies set up to help you. Focus on organizations that you may have a longer term interest in.

Think about direct selling for companies such as Avon, Tupperware and others of good reputation.

Think about **earning extra income**—perhaps at home—through cooking, hobbies and crafts or teaching them. Also consider teaching recreational skills. Advertise your skills and classes through friends, bulletin boards, community groups.

- If you love animals, try pet sitting.
- If you love travel, offer yourself as a companion.
- If you love to shop, shop for others.
- If you love children, try creative child sitting where you instruct in a class.
- If you love photography, take pictures of pets, children or special events.
- If you love bridge, offer yourself as a partner.
- If you love art and are knowledgeable of it, consider opening a gallery.
- If you are familiar with art galleries and their art and artists, consider coordinating tours.
- If you love gardening, try talking to your neighbors about doing their gardening/landscaping.
- If you love cooking / baking, try opening a catering business—or becoming a personal chef.