

OVERVIEW

Participants will learn or improve job search skills that can help in their job search process.

LEARNING OBJECTIVES

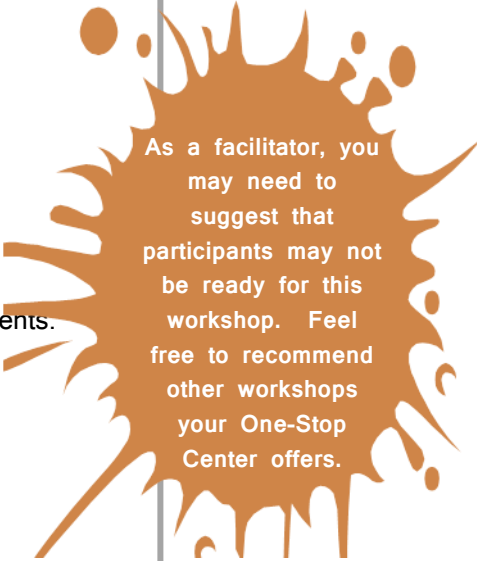
1. Participants will learn the job search process.
2. Participants learn benefits of how to create a job search plan/strategy.
3. Participants will learn how to search for jobs.
4. Participants will learn how to apply for jobs.
5. Participants will learn techniques to maximize their job search.
6. Participants will learn how to express or identify their accomplishments.
7. Participants will learn how to find resources & get assistance while searching for a job.

PERFORMANCE INDICATORS

1. Participants will create a Job Search Plan.
2. Participants will identify at least 3 job search resources.
3. Participants will identify several different ways to apply for a job.
4. Participants will be able to identify their strengths and accomplishments.
5. Participants will be able to list 3 hidden jobs in their field.
6. Participants will prepare a Key Strength Statement.
7. Participants will identify 3 strategies to improve their job search.

MATERIALS

- ▶ Projector/Screen
- ▶ PowerPoint Presentation
- ▶ Pens/Blank paper
- ▶ White board/Flip chart if needed/markers



As a facilitator, you may need to suggest that participants may not be ready for this workshop. Feel free to recommend other workshops your One-Stop Center offers.

► Handouts:

Handout #1 - *Sample Schedule with Time Management Tips for Job Seekers*

Handout #2 - *Job Search Record Sheet*

Handout #3 - *Preparing a Key Strength Statement*

Handout #4 - *Local Job Search Websites- optional*

Handout #5 - *Workshop Evaluation Form*

PREPARATION

► **Facilitator Guide** - Read Guide, familiarize yourself with content and flow of activities and decide on schedule. Make note of optional activities you may want to include.

► **Participant Handouts** - Review handout content and update as necessary. Photocopy all handouts in advance.

► **Guest Speakers/Team Training-** Plan session segments if applicable.

► **Measurement/Evaluation Criteria** - Workshop Evaluation Form

► **Research Materials** -Books, videos, websites & additional materials as needed.



ADDITIONAL RECOMMENDED MEDIA

YouTube Video - Identifying Your Job Skills

<http://www.youtube.com/watch?v=l877dsbwjw>

Podcast- Five Tips for a Successful Job Search

<http://www.jobdig.com/podcast/listen.php?197>

Iphone and iPad App: Indeed.com

Twitter: @careerealism

Book: What Color Is Your Parachute? (Richard Nelson Bolles)

ACTIVITIES

Facilitator begins workshop with an introduction of self and workshop. Give each participant a packet of handouts (or distribute each handout during each activity).

1. Introduction (Slide 1)

Facilitator can begin the Job Search workshop PowerPoint by introducing the workshop and saying: "This workshop is ideal for people who have already identified jobs of interest and don't know what to do next."



2. By the End of This Workshop (Slide 2)



Facilitator can say: “By the end of this workshop you will learn”:

- The job search process;
- How to market your skills;
- How to create a job search strategy;
- To identify where to look for jobs - how to find “hidden jobs”;
- Where to look on-line for jobs; and
- Networking tips and the importance of being proactive in your job search.

3. Average Time for Job Search (Slide 3)



Facilitator can ask: “How long does it take to find a job?”

Answer: There is no easy answer right now. Job search is different today than ever before. The average job search can range based on the industry you wish to enter. A successful job search requires you to do a lot of research and apply for as many positions you qualify for. Being organized will help you evaluate what is and isn't working so you can make the best use of your time.

4. What Skills Do You Possess (Slide 4)

Finding a job in this economy is not an easy task. Throughout today's workshop we'll be touching on various strategies and tips you can use to start your job search. Let's start with your first step.

Know Yourself(Slide 5) The first step in beginning your job search is to start with yourself. Think about the skills and experiences you have and the types of jobs that match. Knowing your skills, strengths and interests is important so you can market yourself to a potential employer. Make a detailed list of your skills strengths and interests that:

- Highlight your most important skills and abilities
- Differentiates you from others
- Provides examples of your achievements
- Can be spoken naturally and should take no more than two minutes

Think about your long term and short term goals- these may have changed since you first began your career journey. Remember: self assessment is an ongoing lifelong process and spending time on knowing yourself will help you throughout your job search.



OPTIONAL ACTIVITY

Facilitator can begin a brainstorming session by asking workshop participants if they would like to give examples of some of their skills, strengths and interests. These examples can be listed on a flipchart or newsprint.



NOTE: If workshop participants have attended a skills identification or transferable skills workshop, much of this portion of the job search workshop has been completed. Facilitator might want to make reference to this so that attendees are aware of the connection between other workshops and the job search workshop.

5. Searching For the Right Job (Slide 6)

Many people only use one source, like the internet or classified ads to search for jobs, but job openings can be found in many different ways.



Facilitator should ask: “Where can you look for job openings? Any ideas?” (Jot these down on a flip chart or newsprint.) When new ideas have waned the facilitator can say, “Here are some additional examples of where you can search for jobs.”

Suggested places to look for job openings: (Facilitator should mention the suggestions that were omitted during the brainstorming session.)

- New York State Job Bank Web Site- Job Central
- Networking
- Contact professional associations
- Contact career centers at schools, colleges and universities you may have attended
- Research Employers
- Search the Yellow Pages (or other phone directories for local employers)
- Guides and directors in your One Stop Career Centers
- Newspapers, libraries, Labor Market Information, Industry News, Alumni Associations, volunteering Groups, Social Networking sites, staffing agencies, Business directories, Chamber of Commerce, Community Groups, job clubs, Industry Papers, Government websites/Civil Service

Facilitator can remind participants that searching for jobs on the internet should also be something they keep track of during their job search.

6. SMART (Slide 7)

Facilitator can also discuss how SMART Resume Tool that can help with job leads and cover some commonly asked questions (below) regarding what SMART can do for job seekers.

SMART, Skills Matching and Referral Technology, is a job lead referral system the Department has available for you to use. The SMART system compares your resume with job openings and emails you job leads that might be of interest to you. The SMART system is more than a keyword matching system - it looks at your resume, compares it with others in the system, and sends you job leads that might be your next step in your career journey based on what others have encountered. Some of these leads may require additional training and education, while other leads you might be qualified for right now. Facilitator can write information on white board/flip chart or just provide the information below verbally:



•**How will I know when my skills fit a job opening?** *SMART will e-mail a list of job leads, with links to more details about job openings.*

•**What if I don't like my job leads?** *Discuss your job leads with your career advisor. You may need to update your resume or search for job leads in other areas.*

•**What if I get a job?** *You can unsubscribe from the system at any time. Instructions appear at the bottom of every e-mail message from SMART.*

7. Networking & the Hidden Job Market (Slide 8)

Facilitator can say: "Competition for job openings is fierce in today's market. Most jobs (75% to 85%) are not posted or advertised. These invisible jobs are called the "hidden job market". You can tap into this market by networking your way into it."



Savvy networking may be the only way to win an advantage over the large numbers of equally qualified candidates and these relationships are key to successful networking. If you aren't networking, you are at a disadvantage.

Here are some simple steps to tap into the "hidden job market":

1. Determine Your Desired Job (Slide 9)

Determine the type of job you want and where you would like to work. For example, do you want a career with a large corporation, local store or pub, real estate office, bank, etc.

2. Make a List (Slide 10) Make a list of all businesses in the location/s where you are willing to commute. Include telephone numbers. Cold call each one and ask to speak with the appropriate person, such as a hiring manager, the head of HR, or the contact person listed on the job announcement.

3. Network (Slide 11) Join social networking groups such as Facebook, LinkedIn and connect with as many people as possible. When/if appropriate, ask them if there are any job openings available in their agency. Whether there is a job available or not, ask them if you can send them your resume for them to keep on file. You can also network in groups such as Weight Watchers, Church or Temple, etc. Mention that you are looking for work and ask them if they know of any place that is hiring.

4. Keep in Touch (Slide 12) Stay in touch with your contacts. They will think of you when a position becomes available (before being advertised).

If you feel you've run into a job search "dead end," don't be discouraged. The key is to keep going. It's no longer about finding the latest job opening, it's about finding the right people who can help you.

If you want to brush up on your skills, learn more about the Hidden Job Market or how to network, you can attend other workshops available in the One-Stop Center.

8. Survival Jobs (Slide 13)

If you've been looking for a job for an extended length of time, the possibility of landing a position (much less your dream job) may seem far away. While you are waiting, an easy way to create income is to put your unique skills to work or look for work in places you may not have thought of.

These types of jobs are called “survival jobs” and they are a good way to learn skills, get experience and earn money while seeking a more secure position. You may also be placing yourself in a position for first consideration if you are already a temp at an agency. Continue your job search journey and stick with your plan while you are working at a temporary job.

Examples of Survival Jobs (Slide 14)

Here are a few examples of "survival jobs":

- Teaching what you know: musical instrument, gardening, foreign language

- Hotel Jobs: Desk clerk, concierge

- Pet Care: Dog Walker, groomer, etc.

- Education: Substitute teacher, tutor, etc.

- Catering/Party Planner

9. Resources and Assistance (Slide 15)

Be open to seeking help. There are a lot of people and service providers who can help you find a job. Use one of the resources below or ask someone you know to steer you in the right direction.

- Your local One-Stop Career Center has staff and services that can help you explore career options, and websites like JobZone, Job Central and, as mentioned earlier SMART, that can help you find jobs.

- Use job search strategies and the job search guides in the Career Resource Library.

Job Central (Slide 16)

This site provides a single place on the Internet where job seekers can find employment opportunities in all industries. This is a free service that can help find local jobs. Customers can apply online via company employment career sites.

Jobs Express

This site also provides job seekers with job openings by region.



OPTIONAL ACTIVITY

Facilitator can ask for an occupation or employer and perform a “job match” for one of the job seeking customers attending the workshop. Customers can then see how JobCentral can be used to compare their skills and abilities with a job posting.

10. Staying Motivated (Slide 17)

Facilitator can say: finding a job in this economy is not an easy task. Here are a few more tips to follow that may help to get and keep you motivated to keep going forward with your job search:

- Have a positive attitude
- Be aware of your circumstances (job security)
- Search online
- Be proactive
- Update your resume
- Polish your interviewing skills

11. Creating a Job Search Plan - Developing AIM (Slide 18)

A job search plan is nothing without AIM. Aim stands for: Attitude, Initiative and Motivation.

Without the right Attitude, you will not create that CONFIDENT, EXCITING AND POSITIVE first impression when you meet a prospective employer.

Initiative - do something, take action or step out and take a chance. Without initiative you will have trouble getting started unless you find a way to Jump-Start your job search.

Motivation - this comes from within. You, and only you, are in charge of your AIM.



Creating a Job Search Plan (Slide 19) Facilitator can say: Searching for a job is work and conducting a job search should be thought of as your full-time job. Creating a job search schedule will enable you to set aside time for: resume and cover letter preparation, surfing the Web for jobs, networking, interviewing, etc.

Block out time on your calendar for job search activities and treat that time as you would any work commitment. Be consistent in the amount of time you spend each day/week on job search activities so that you keep your momentum going.



It's a good idea to have a plan before you start searching for specific jobs. A plan should be a flexible outline of what you want to do and how you expect to do it. Below are points to discuss with participants -(whiteboard/chalk board can be used).

Job Search Plan, cont. (Slide 20):



Facilitator can say: "The most important things to consider when starting your plan are":

- Start with a career goal(s) that will be the focus of your job hunt.

- .List your skills, strengths and interests, and the types of jobs that match.


- Have your job application information ready, create or update your resume and cover letters (that are unique to the job applying for).

- Learn about employers you want to work for, network with people in the field for information, and contact employer to see if they are hiring.

- Identify good places to look for jobs that work for you.

- Job search can take a while, so budgeting your funds will help you to organize and prioritize your life while you're looking.

12. ACTIVITIES (Slide 21):

 **ACTIVITY #1 - Ask participants to take out HANDOUT #1 - Schedule & Time Management Tips for a Job Seeker.**



Facilitator can go through schedule with participants to show them how they can create a job search schedule.



If time permits, workshop attendees can share their additional tips with the group.

Encourage participants to include any additional steps or tasks for their own job search process on the handout.



(Slide 22) ACTIVITY #2 - Facilitator can ask workgroup to take out

Handout #2 - Job Search Record Sheet and discuss how to use

this tracker. Keeping track of your job search is important. By maintaining a detailed record of all the jobs you have applied for (including any communications, interviews, referrals and follow ups) will help you build up a network of valuable contacts both for your current job search and for any future ones.



NOTE: Optional: Facilitator can bring up JobZone (www.jobzone.ny.gov) and show the Work Search Record section in JobZone under the Toolbox area in the center of the screen. Job seekers can use this area to keep track of their work search. Go to the Work Search Activities tab and type in a test work search activity so customers can see what the system offers to help them keep track of their work search.



(Slide 23) ACTIVITY #3

Key Strength Statement

Facilitator can say: Please take 5 to 7 minutes to create a list of all the skills you possess, job specific and personal. Divide the skills into two columns one for the skills you are best at doing and one for the skills you enjoy performing. Then facilitator can ask participants to take out **Handout #3 -Preparing A Key Strength Statement** - and say:



Facilitator can say: “Understanding your interests, skills, and attitudes will increase your confidence, and help you sell your key strengths to a target employer. Increased self-confidence sends a positive message to employers. The key to success is selecting and supporting the skills that directly respond to the specific requirements outlined by potential employers in their job postings.”

When all is done, facilitator can work with participants and help highlight answers so they can put together a successful statement using the information they came up with.



Facilitator can say: “**TIP** - If you don’t know exactly what you enjoy doing, read “What Color Is Your Parachute?” by Richard Bolles and complete all the exercises. You’ll be able to find this book at your local public library, bookstores, and online book sellers.”



OPTIONAL ACTIVITY: Facilitator can write some common job interview questions (listed below) on the whiteboard/flip chart and show how their **Key Strength Statement** can be used to answer these questions.

Facilitator can say that during the job interview, the question may take many different forms but knowing your statement and rehearsing it will enable participants to use this statement.

*“What are your main strengths?” “Why should we hire you?” “What do you think makes you the best candidate?” “Convince me you’re the right person for us.”
“How do your skills match our particular needs?”*

13. End of Workshop (Slide 24)



Facilitator can end workshop by saying: “A job search is hard work. During your job search process be persistent and try to keep a positive attitude. Remember to take care of yourself while searching for a job and do what you can to have a balanced lifestyle so you stay healthy during this time. If you need further help with your job search, please stop and see your career advisor here at the One-Stop or touch base with me at the end of the workshop.”

Evaluation

Hand out Workshop Evaluation Form and ask participants to fill out and leave with facilitator.