

# Searching For Jobs and Networking

# Learning Objectives

- Recognition of how prepared you are for the job search – do you have a portfolio?
- Expand awareness of resources used in the job search
- Share strategies of how to become more active in the job search
- Identify how to effectively network

# Career Planning



# Effective Job Searching

The most successful  
job search is a  
**targeted job search**

A successful job search is  
not just about getting a job,  
it should also be about getting  
**the job you want**

# Prepare Your Portfolio

Gathering **artefacts** from your experiences, education, activities and accomplishments

## The Portfolio includes:

- Up-to-date resumé(s)
- Letters of reference/recommendation
- Copies of major works (publications, papers)
- Awards, achievements, certificates, degrees
- Work/project/portfolio samples (i.e., outlines for programs and copies of materials)



# Online Portfolio

2009 research commissioned by Microsoft found that 79% hiring managers/job recruiters surveyed reviewed online information about job applicants

[www.microsoft.com/privacy/dpd/research.aspx](http://www.microsoft.com/privacy/dpd/research.aspx)

# Assess Your Current Online Portfolio

## How to assess?

Google yourself

Review what you find

## Ask

Is what you found helpful?

If you found nothing is that helpful?

Will the information support your resume and interview claims?

# Update Your Online Image

70 percent of United States hiring managers in the study say they have rejected candidates based on what they found

## Top Reasons:

Concerns about lifestyle

Inappropriate comments

Unsuitable photos and videos

[Five Mistakes Online Job Hunters Make](#)

Manage Your Image

<http://digitaltattoo.ubc.ca/>

# Updating Your Online Portfolio

**Don't just manage, create**

Your Professional Online Portfolio might include:

LinkedIn Profile

Contributions to blogs

Personal website

# Search for Jobs

## You should have a:

- Clear vision of your qualifications/skills
- Career field/industry targets
- Professional portfolio (including résumé)

## Begin Your Job Search

### **Focus your search by identifying:**

- Specific types of jobs (job titles)
- Specific industries/sectors
- Specific geographic locations, and
- Specific employers

# Job Search Methods

## The passive job search includes:

Newspaper/magazine want ads

Postings and job boards [www.eluta.ca](http://www.eluta.ca), [www.indeed.ca](http://www.indeed.ca)

Check out [www.wlu.ca/career](http://www.wlu.ca/career) for:

- Alumni Employment Service
- Graduating Student Employment Service
- Part-time/Summer Job Postings

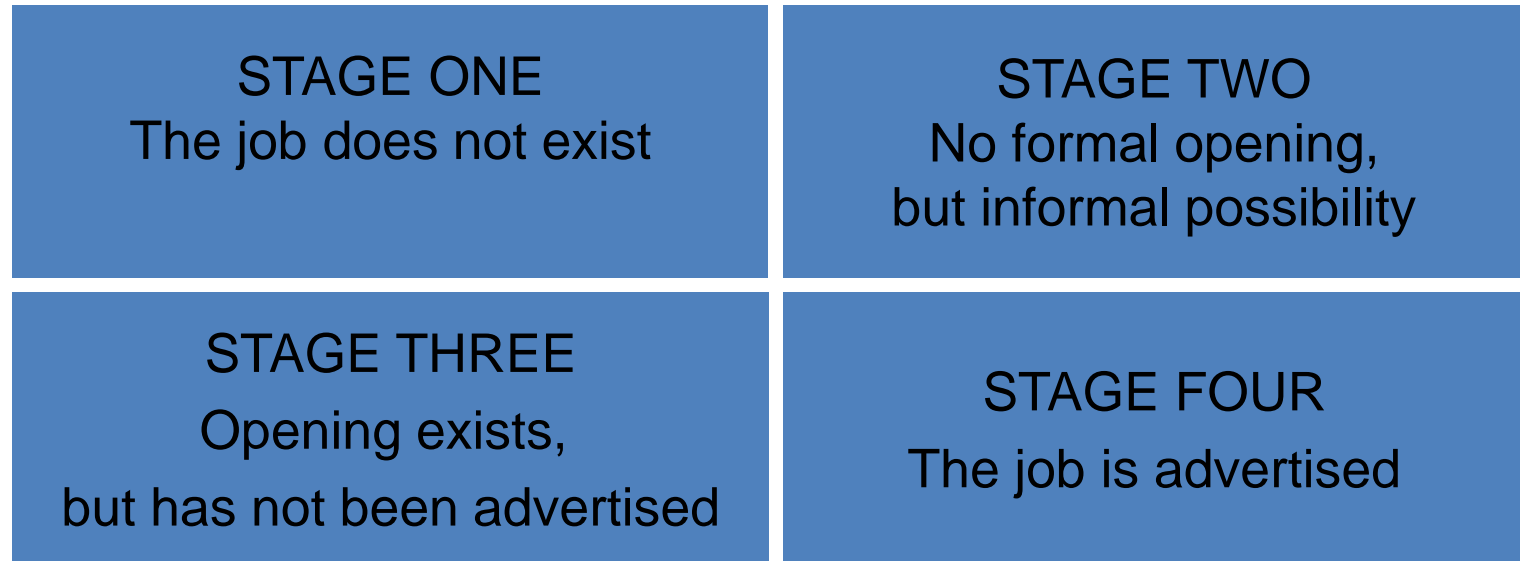
Sending out résumés

Completing applications

Registering with agencies/recruiters

# Hidden Job Market

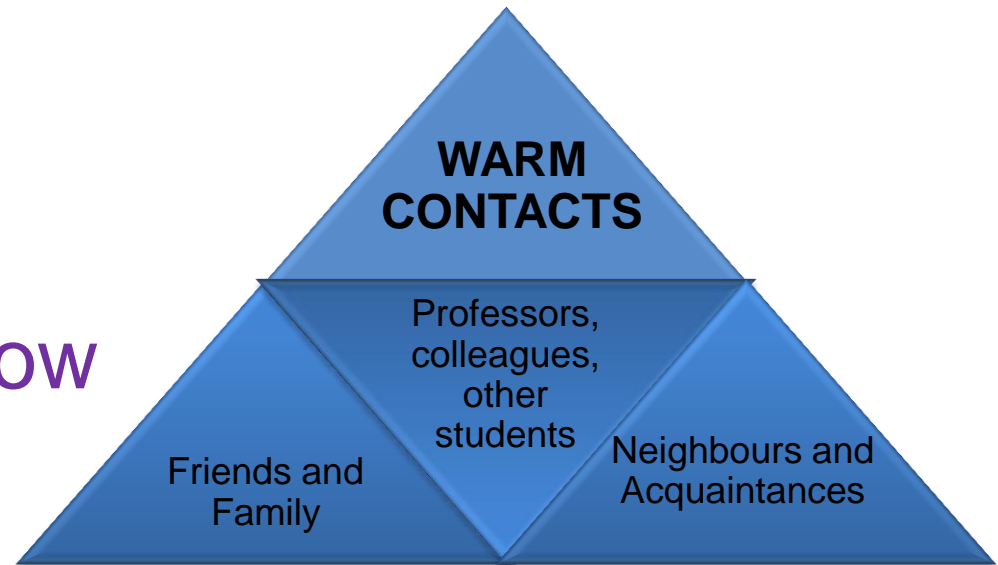
**Where are the jobs that are not advertised?**



75 – 80% of jobs are found during the first three stages

# Access Your Warm Contacts

Talk to people  
you already know



## Approach Professionally

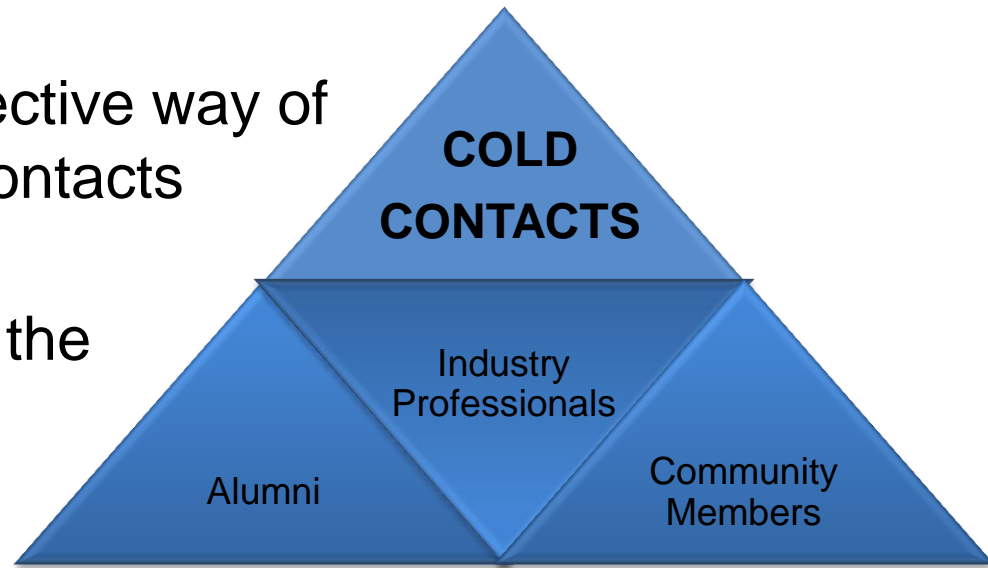
Schedule a **meeting** at an office or restaurant

Be **specific** about your industry and job targets

Collect **information** and **referrals**

# Generating Cold Contacts

- Prospecting: an effective way of identifying new contacts
- Targeting People in the Career or 'Industry'



## Research and targeting are key!

- Target relevant organizations/associations/networks
- Target specific positions, departments, people within a specific organization

# Cold Contacts

## Join or attend professional associations, activities and events

- Identify professional organizations and attend functions/events (there may be junior or students memberships)
- Attend events where people in the industry will be speaking or meeting (awards banquets, Chamber of Commerce meetings)
- Volunteer and become active in your community

# Contacts In The Industry

## Directories

- Scott's Directory
- The Blue Book (The Directory of Community and Social Services Agencies)
- Regional/City Directories
- Chamber of Commerce listings
- Regional lists of associations and community partners
- Social Media

Use your research to source names, organizational information, websites, postings and annual reports

# Connecting With Alumni

## Alumni Sharing Knowledge (ASK)

- **Key words**
- **Occupation**
- **Program of Study**
- **Employer Organization**

[Linkedin](#) **Wilfrid Laurier University Alumni Group**

# Informal Contact

Speaking to someone at an event or in an online group, commenting on information someone has shared, sharing your own information

Follow Professional Blogs such as [On Product Management](#)

Join Professional Groups on LinkedIn such as the [Canadian Society of Training and Development \(CSTD\)](#)

Follow organizations, professionals on [Twitter](#)

# Formal Contact

Directly contacting someone and requesting to speak to them – for example requesting a meeting or Informational Interview

**Informational Interview:** Meeting used to gather information on the field of interest, find employment leads and expand your professional network

# Informational Interviews

- A 15 minute in-person meeting
- You are not asking them to find you a job!
- Use your prepared telephone script

“Good morning, Ms. \_\_\_\_\_. My name is \_\_\_\_\_. I am a student at Wilfrid Laurier University and am currently conducting research on a variety of careers within the \_\_\_\_\_ field. One of the occupations which is of interest to me is \_\_\_\_\_. I am interested in talking to people like you who are knowledgeable in this field in order to learn more about my options. Would it be possible to set up an appointment to meet with you for 15 minutes so I could ask you a few questions about the \_\_\_\_\_ field?”

# Making Formal Contact

To request an Informational Interview

## Phone Calls

- When to call
- Making the call
- Managing Voicemail

## Electronic Contact

- Emailing
- Social Networks

**Tips for 'senior positioned' contacts** (i.e. President, VP, Director, CFO, Managers)

Do not request their time, request their guidance, suggestion, referral

# Attending A Direct meeting

## Bring:

- A paper and pen to make notes
- A portfolio including your resumé
- Networking Card

**LAURIER**  
Career Development Centre

**Alice C. Clark**  
*Public Relations/Marketing*  
Laurier Communications Major  
Cell: 591.555.5555  
[AliceC@gmail.com](mailto:AliceC@gmail.com)



@AliceonMedia  
<http://www.linkedin.com/in/AliceClark>

**Name**  
**Contact Information**

**Key information such as**  
**degree, skills or philosophy**  
**statement**



Strategic Planning  
Forward Thinking

Savvy Communicator for  
Tomorrow's Emerging Markets

# Goals

Don't begin by asking for a job

Access the  
Hidden Job Market

Gather  
Information

New  
Contacts

Resources

Future  
Contacts

# Share Information About You

Sharing information about you



## Don't forget

- Be aware of the time
- Ask for feedback (on your ideas, resumé, brand statements)
- Ask for suggestions (skills development, resources, people)
- Engage in a two-way conversation

# Questions

Ask questions about –

- their career path and their job
- the pros and cons of the job/field/industry
- the required education, training and skills
- the industry and emerging trends
- recommendations about getting into the field
- suggestions about what you should research

# Referrals and Follow Up

Ask if you can use the person's name when you follow up on the referral

When given a referral, contact that person immediately to ensure timeliness

## Thank You

- Send Immediately
- Email or hand written
- Provide an updated resume if they offered feedback

# Network Building

- Stay in touch
- Reconnect after 3-6 weeks
- Appropriate to ask for information regarding their hiring process
- Continue to stay in touch

# Networking at Events

Networking at it's simplest form is really -  
etiquette

**Common sense and courtesy**

# Handling Conversations

## Introductions

How would you introduce yourself?

Handshake and good eye contact!



Intro Statement:

*Good afternoon. My name is Alice Clark and I'm in my final year at Wilfrid Laurier University studying psychology. I was very pleased to learn that your organization would be represented here today. What types of skills or qualities are looking for in your new graduate hires?*

# Handling Conversations

## Introductions

What if the employer is engaged in a conversation with someone already – what would you do?

Read body language:

**Closed conversations** – two people face to face

Wait to be invited

**Open conversations** – right angled to each other

It is appropriate at this time to invite yourself into the conversation (“May I join your chat?”)

# Handling Conversations

## Topics of Conversation

- How did they get into their role with company x?
- What specific roles do they recruit new graduates for?
- Ask about required education, training and skills
- Bring up an industry trend you researched
- Ask for recommendations about getting into the field
- Ask for suggestions about what you should research

See the Job Search Guidebook for more ideas.

# Handling Conversations

## Ending the Conversation

Excuse yourself by thanking the representative for their time and express your desire to not monopolize too much of their time

*Thank you very much for taking the time to speak with me. You have been very generous of your time, but I don't want to monopolize your time as I know there are lots of other students eager to chat with you. Would you mind if I contacted you in the future?*

Pass along your networking card, and accept theirs

Do not hand your resume unless asked!

# Handling Conversations

## **Common conversation etiquette mistakes:**

- Do not get too personal/opinionated
- Avoid negative comments
- Cover your mouth when coughing or sneezing
- No personal grooming in public (combing hair, applying lipstick)

# Handling Conversations

## Awkward Moments

- Dropping items – bend at your knees
- Forgetting a name – *“My apologies, could you repeat your name again?”* – then repeat it back
- If your cell phone rings – turn it off and ignore it
- If you notice something wrong with another student (toilet paper on foot, something in teeth) – discreetly inform them (they will appreciate it)

# Final Tips

- Know yourself
- Know the industry
- People cannot help if they do not know what you are looking for
- Be focussed and targeted
- Always look for opportunities to build your network

# Career Resources

- Book an **appointment**.  
**Drop – in** and meet with a Career Consultant  
**Call ext. 4495**
- Visit [www.wlu.ca/career](http://www.wlu.ca/career) to access
  - Career Workshops
  - Employment Guidebooks
  - Schedule of Career and Employment Events

[www.lauriercareercentre.wordpress.com](http://www.lauriercareercentre.wordpress.com)

# LAURIER

## Career Development Centre

[www.wlu.ca/career](http://www.wlu.ca/career)

519.884.0710 ext. 4495

[www.lauriercareers.wordpress.com](http://www.lauriercareers.wordpress.com)