Filling your Job Search Toolbox

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Presentation Overview

- Introduction & Activity
- The Job Search Tool Box
  - Career Goals
  - Resume & Cover Letter
  - Professional Image
  - Networking Skills
  - Interview Skills
  - The Follow-Up
  - Job Search Secrets
- Questions / Comments
Introductions
Career Services @ DSU

- Educate
- Equip
- Explore
- Evaluate
The Job Search Toolbox

- Career Goals
- Resume & Cover Letter
- Professional Image
- Networking Skills
- Interview Skills
- Thank You Notes
- Job Search Secrets
Career Goals

- START with Career Goals:
  - **S**pecific
  - **T**rackable
  - **A**chievable
  - **R**elevant
  - **T**ransferable

- Johnson & Johnson, 2003
Career Goals

- Think about your:
  - Interests
  - Skills
  - Values
  - Personality
- Write them down
- Put a deadline on them
- Post them in a prominent place
- Work toward them!
Resume & Cover Letters

- 40% of a Resume is necessity
- 60% of a Resume is opinion
- Resume = Snapshot of your education, skills, & experiences
- Cover letter = 1st conversation with employer.
Professional Image

- You never get a 2nd chance to make a 1st impression.
- If you don’t dress seriously, they can’t take you seriously!!
- Pride in yourself implies pride in your work
- Show your creativity in your work, not your appearance
- Dress conservatively
- Be well groomed and clean
  - Nicely styled hair
  - Natural, clean looking face/makeup
  - Clean your fingernails

- Press your clothes
- Avoid strong perfumes or colognes
Professional Image

- **MEN**
  - Dark suit that FITS! (black, navy, charcoal, grey)
  - Shirt (white or french blue)
  - Tie (conservative pattern like stripes or plaid)
  - Shoes & socks (clean & polished. Socks to match your pants)
  - No jewelry (other than wedding band/college ring)

- **WOMEN**
  - Dark suit that FITS! (black, navy, charcoal, grey, pants or skirt)
  - Blouse (subtle pinks, yellows, white, blue, etc.)
  - Pantyhose (nude)
  - Jewelry Rule of 1 (necklace, set of earrings, ring/hand, watch/bracelet, pin)
Networking

“Networking is making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return”

- Fisher & Vilas in Power Networking
Why is networking important?

- 61% of jobseekers found employment through networking.
- A referral generates 80% more results than a cold call.
- “It’s not what you know, it’s who you know.”
The Law of 250...

- Every person knows about 250 other people.
- Each person you know knows about 250 more people, so that is 62,500 people at your 2nd level of acquaintance.
- Each of your 2nd level people know about 250 people, so that is approx. 15,000,000!
The Law of 250...

- It is important to note that typically it is not your 1st level of contact that hires you...in fact, you may find that the hiring authority may be 3 or 4 levels deep.
Now do you think networking is important?
Interviewing Skills

- Prepare WELL for the interview!!!!
  - Research Research Research
    - Age of company
    - Services or products
    - Competitors within the industry
    - Growth pattern
    - Reputation
    - Divisions and subsidiaries
    - Locations/length of time there
    - Size
    - Number of employees
    - Sales/assets/earnings
    - New products or projects
    - Culture and values
Interviewing Skills

- Commonly asked Questions:
  - “Tell me a little bit about yourself.”
  - “What are your strengths?”
  - “What areas do you think you need to improve on?”
  - “Why do you want to work for our company?”
  - “Do you have any questions for me?”
Interviewing Skills

- Behavior Based Interviewing
  - Previous behavior predicts future behavior
  - Examples show the meaning you have made of education and experience
  - Provides insight on how the candidate’s mind works
Answer Questions with a STAR Approach

- **S**ituation
- **T**ask
- **A**ction
- **R**esults

*STAR provides an outline for answers*
The Follow-Up

- Collect information for follow-up (i.e. business cards)
- Ask the recruiting time-table
- Ask how they will follow-up
- DO NOT call them for at least 1 week unless agreed upon!!!
- Send thank you notes
The Follow-Up
Thank You Notes...

- Send note within 24 hours of the interview
- Handwritten on personal stationary is ideal
- Thank them for time & help, restate your interest, qualifications, and interest in an interview, & promise to follow up with a phone call.
- Check your spelling, grammar, & penmanship!
Job Search Secrets
What employers want...

- Positive attitudes toward work
- Good communication skills
- Good people skills
- Confidence
- Critical thinking & problem solving skills
- Flexibility
- A “go-getter!”
- Teamwork
Job Search Secrets
Where jobs are listed...

- Newspaper Want Ads
  - BC, DDT, Clarion Ledger
- Internet
  - monster.com, jobs.net, 123getajob.com
- Connections with other people
  - Friends, family, co-workers, etc.
- Placement Services
  - Simmons & Associates
- Temporary Services
  - Professional Staffing
- Job Centers
  - Win Job Services
Job Search Secrets

- Know your strengths & weaknesses
- Pick a convenient day
- Dress up
- Go by yourself
- Be mindful of the employer’s time
- Shake hands
- Be thankful
- Follow up appropriately
Job Search Secret
Before you take a job...

- Is the company / offer legitimate?
- What is expected of you?
- Can you do the job?
- Can you get to work?
- Can you arrange childcare?
- How much does it pay?
- What are the “benefits?”
- If you accept the offer, you are expected to take it!
- Don’t be too anxious to take the 1st offer
Job Search Secrets
Expected behavior in the workplace

- Be honest
- Be reliable
- Be willing to work
- Be respectful
- Be willing to learn
- Be willing to change
- Keep job separate from social & personal life
Questions? Comments?
My information...

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