

**Welcome to the
Illinois workNet Center
Employment Power Workshop**

Job Search and Networking Techniques
www.worknetncc.com

Focus Your Job Search

- Look “inside yourself,” take inventory of who you are, what you want, and how willing you are to obtain it.
- Financial Situation
 - Salary/severance/vacation pay/savings
 - Benefits (health insurance/COBRA, 401K, pension) - Retirement needs
 - Unemployment Insurance
- Personal Situation
 - Lifestyle/wants/needs/ travel requirements
 - Support system, effect on family/friends/network
 - Positive mental attitude
- Professional Situation
 - Hard and soft skills, transferable skills
 - Career path goals
 - Education/credentials/certifications
 - Employment options (full time, part time, contract, consulting, volunteer)

Build Your Brand

“What do I need to start my job search?”

- Brand is ‘who you are’ and ‘what you do’ to provide value to Society (marketplace, education, government)
- Brand outlines your special talents, skills, and knowledge around your ‘persona’
- It’s what you advertise, it’s your personal marketing campaign
 - Marketing materials - portfolio
 - Resume
 - Handbill (target companies)
 - Business card
 - Elevator ‘speech’
 - Cover Letters

Connect with Contacts

- The opportunity to make connections, to build relationships, help others to succeed, and help you target/land the right job.

- Serves as a way to get a lead on a job, gathering intelligence, or catching the attention of a company recruiter.
- Networking - 70% of employment opportunities!
- Job fairs
- Networking groups
- Church groups
- Business expos
- Community College
- Business associations
- Employment centers
- In-store applications
- College placement centers
- Chamber networking events

Use Job Search Tools

- Search Engines – powerful mechanism to search internet for specific search topics (job listings)
- LinkedIn/Facebook
- Job Fairs
- www.worknetncc.com
 - View the calendar
 - Workforce Investment Act – W.I.A.
- www.illinoisworknet.com
 - Source for job seeker information, including search engines
 - Job fairs and trade shows
 - Illinois Skills Match through IDES

LinkedIn

- A complete profile increases your chances of being contacted by prospective employers and recruiters.
- Include information on your skills and experience.
- Search by company name, individuals, or by occupation.

Job Fairs

- Check out participating companies.
- Meet with employers you might not be able to meet any other way.
- Networking opportunities, résumé reviews and workshops.
- Promote yourself to a prospective employer.

- Company Web Sites
- Libraries
 - Reference Materials (Crain's Book of Lists)
 - Databases (Reference USA and D&B)
 - Hoover's
 - Lexis Nexis (Arlington Heights Library)
 - Annual Reports
- Newspapers, Periodicals, Journals, etc.

"How do I get myself in front of the person who can offer me the job that I want?"

5-4-3-2-1 Rule

- 5 - Applications per week
- 4 - Networking events
- 3 - Personal contact meetings
- 2 - Personal activities (golf, exercise)
- 1 - Interview - phone or in-person

Build your network

- Make a list of people you believe can help.
- Sort your list from highest to lowest priority
 - A** - People who can help you directly
 - B** - People who might be able to help you directly
 - C** - People who can help you indirectly

7 Networking Rules

- Know why you are contacting a person, how they can help you.
- Make a powerful first impression.
- Learn something from every contact.
- Get two referrals from every contact.
- Contact every new referral you receive.
- Send a 'thank you' note to every person you contact.
- Keep an accurate list of follow-up activities.

"Elevator Speech"

- It's your personal commercial, – it's your *"Me in 30, 60 or 90 seconds"*
- It should include:

- Your brand
 - Where you most recently worked
 - What you did (key duties)
 - What you are looking to do
 - How the listener can help you
 - Target position and companies
- Short “Elevator Speech”

A longer personal commercial (60 to 90 seconds) can also include:

- An accomplishment you’re really proud of
- Strengths you bring to an organization.
- Your objective (I’m seeking a position where I can...)

Long “Elevator Speech”

Hello, my name is John Smith. I was a CFO most recently at XYZ, Inc. I am broadly experienced in manufacturing service, supply chain and service industries. I have a demonstrated record of significant contributions in strategic and operational planning, contract negotiations, and capital Management. My target companies are ABC and DEF Inc. You can help me with contacts in these organizations.

Information Interviewing

- Gather information about a career and/or field
- Obtain job search advice from a professional with firsthand knowledge.
- Develop your network of contacts.
- Do not ask for a job.
- Send a thank you note or letter.

Cold Calling

- One of the best methods to tap into the “*hidden job market*”. 60-80% of jobs.
- Networking can fill a job before it is advertised
- Produces leads that result in job offers because personal connections are established.
- Jump-starts your search by establishing a relationship with an employer.

Script for Making Cold Calls – Basic Principles

- Have an objective for the call.
- Know the name of the person to whom you wish to speak.
- Outline in writing what you want to say.

A good script should include the following:

- Introduction**--Tell the person who you are.
- Lead statement**--Get the person's attention.
- Body**--State your purpose for the call, information you want.
- Close**--Ask for referrals, schedule a meeting, etc.

Wrap-Up

- Looking for a job will be the hardest job you have ever had.
- Be willing to step out of the box and do something different.
- Have a plan. Keep track of your job search activity.

“Job hunting is a work project, just like fixing a leaky sink, planning a wedding reception or building a house. If you have done the project many times, it’s easy to manage. But if you don’t do it often, like planning a wedding reception or job hunting, you need a **Project Plan** so you can work smart and get it done right.”