

Lesson One: An Introduction

Welcome to the module titled, “The Hidden Components of a Successful Job Search.” During this module, we will discuss the components of a successful job search. Our goal is to prepare you to help job seeker customers find work.

OBJECTIVES

During this module, we will discuss the components of a successful job search.

1. Getting Organized.
2. Getting Recognized.
3. Getting Heard.
4. Getting Hired.

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These components include

- “getting organized,” or helping your job seekers organize their job search efforts,
- “getting recognized” so that your job seekers are seen through their applications and résumés, and
- “getting heard” so that your job seekers stand out in a positive way during interviews.
- Finally, we will discuss following up with employers to secure positive recognition and the job offers they are looking for.

This module is broken down into five lessons, including this brief introduction.

The job search process should be simple. A customer looks for a job, applies through a variety of mediums, the customer attends an interview and then follows up with the employer to find out if the employer is interested in offering the job. This leads to the customer getting hired by the employer.



However, it seems that many of our customers are stuck looking for jobs, applying for jobs and interviewing for jobs without realizing the results of becoming employed. This can be exhausting for our customers. The components of a successful job search are not as hidden as we think they are. Our customers need to be able to job search in a manner that catapults them into employment so their careers can “lift off.” This module will help you move your customers from managing job search frustration to achieving job search success by using strategies and tips of the trade. Let’s get started!

Lesson Two: Getting Organized

According to Debra Auerbach of Career Builder and the WorkBuzz.com, many customers looking for work commit critical errors that prevent them from progressing past job search into employment. One of the critical errors includes not preparing for the job search process.



Many customers simply jump right into applying for work without organizing their space, time and efforts. This, of course, is understandable. When a person needs to find a job to make ends meet, the first logical step is to open the newspaper or get on the Internet and start applying for jobs. However, those customers who organize themselves before applying for work secure work faster. This is because their time and energy are focused. Additionally, organized customers

spend more time job searching than those who are not organized. During this lesson, we will focus on helping our job seeker customers organize their job search efforts so they secure more interviews and get jobs faster.

Imagine that you are the hiring manager of a hospital and have an open position for a Unit Clerk. Anny, our job seeker from the Career Plan Development module, decides to apply for this position to get her foot in the door at a medical facility. On Monday, you receive Anny's résumé, with a cover letter, requesting that her application be considered for a position posted in the Employ Florida system. On Friday, however, you receive another résumé from Anny.



This résumé has a different cover letter and asks that her résumé be considered for the same job which was also posted in the newspaper. In both EF and the newspaper, the employer name and job title were identified. As the employer, you are wondering “is Anny simply trying to stand out or is Anny not organized?” Because you have over 100 customers applying for the job, you may simply

choose not to pay attention to Anny's résumé. Why? Because a Unit Clerk in your hospital has to be able to pay attention to details: and, Anny does not seem qualified for the job.

1. You are the hiring manager of a hospital and have an open position for a unit clerk. On Monday, you receive a résumé from Annie accompanied by a cover letter to be considered for the job. On Friday, Annie mistakenly applies for the same position. As the employer, this gives you the impression that _____
 - a. Annie is excited about the opportunity.
 - b. Annie is desperate.
 - c. Annie is hardworking.
 - d. Annie is not organized.

Time is valuable during the job search process. The job seeker customer does not have time to waste, and Anny has now wasted an hour of her job search efforts to create a cover letter for a job that she has already applied for. In addition to wasting her time, she has “painted herself in a corner” with this employer. Before Anny gets started job searching for a clerical job in a hospital or other medical facility, Anny needs to get organized. This does not have to take a lot of time or money. There are a lot of ways to get organized using simple tools. We will discuss tools available on most computers, as well as some job search tools available using supplies found at an office supply store.


Most employed individuals go to an office or another workspace, even when they work out of their homes. Our job seekers need to think of “job searching” as their job. Why? Job seekers who spend more time job searching find jobs faster than those who spend less time job searching. One way to spend more time job searching is to set up a job search space. This space includes a space at home and tools to make the workspace mobile.

Customers should set up space in their homes to maintain supplies needed for job searching. Supplies that are useful include pens, pencils, highlighters, sticky pads and a notepad. The materials should be maintained in one location so customers can access them at any time. Additionally, this creates a specific workspace that will encourage customers to “report to work” as “job seekers” each day.

JOB SEEKERS SHOULD CREATE A WORKSPACE

Benefits to having space at home:

- ⇒ Space belongs to job seeker.
- ⇒ Materials are maintained in one location.
 - Pens.
 - Pencils.
 - Highlighters.
 - Sticky pads.
 - Notepads.



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2. By having a specific workspace at home to complete job search activities, the job seeker thinks of job searching as an actual job.
 - a. True
 - b. False
3. Sally's first step to successful job search is to...
 - a. Upload resume to Employ Florida
 - b. Clean social media accounts
 - c. Network with employers who are hiring
 - d. Get organized

Some supplies are required for success. For example, if employers cannot call and request an interview, how will customers ever get hired? If the Local Workforce Development Board or LWDB has not established a message board for job seekers, customers will need to invest their money in a phone. Customers who do not have a phone may need to secure an inexpensive home service. Or, they may purchase a pre-paid cell phone that is only used to call or receive calls from employers. Customers who do not have money to get a phone will need to find a way to communicate with employers in a reliable and professional manner. Whether customers use their own phones or use message boards through a friend or service, it will be important that phone numbers do not change. Phone service must be reliable; otherwise,

employers will become frustrated and simply discard the job seekers' résumés from consideration.

Another necessity is an appointment book. While some customers may print or purchase a calendar, some customers may choose to use a computer-based tool, such as a Google Calendar. Job seekers may opt to secure Google accounts that will include both the ability to send emails and to track appointments on electronic calendars. Customers who have a cell phone with Internet access can review their Google calendars right from their phones. Calendars should include time blocks broken into hour increments. There are other tools on the Internet that help job seekers track appointments, track where they have applied, and track networking efforts.

4. Sally is looking for work and has organized her space to ensure she has all the right supplies to make her job search success. Which of the following are required supplies for a successful job search?
 - a. A message board and a thank you letter
 - b. A 3-ring job search organizer binder and paper document separator/organizer
 - c. A cover letter and a computer
 - d. A spreadsheet and a work sample

5. Which of the following item is required for a successful job search?
 - a. Phone that accepts messages/voice mailbox with sufficient message capacity
 - b. Valid address
 - c. Cover letter
 - d. Knowledge of social media

While this presentation does not endorse or advertise any specific tool, we will discuss different Internet-based options for tracking job search efforts. Ultimately, we want to expose you, the workforce professional, to tools available to our job seeker customers. We also want to help you research job search tools that will help your job seeker customers. You can search “job search organizers” on the Internet. An example of a job search organizer available on the web is Jibber Jobber: this tool helps job seekers track what they do each day, as well as the employers they network with. Jibber Jobber was created by a job seeker in an effort to track his own job search efforts. This tool, however, costs money to



access. There are also job search organizers for phones, such as MyJobs, which is an application for the iPhone or other Apple devices.

Some of your job seekers will have access to a computer, will be able to use Microsoft Excel, or other software to track their job search efforts. For example, job seekers may create a spreadsheet and list each employer where an application is filed or résumé submitted. The spreadsheet or database will have to be detailed enough to track information effectively. Many job seekers find that using a simple spreadsheet is too cumbersome for tracking job search efforts. Job search efforts result in a lot of information, and a lot of data that is text-based can easily overwhelm spreadsheet software.



Not everyone has access to the Internet at home or has time to use an Internet-based job search organization system. Keeping a job search organized can be a very simple process using very simple tools. Job search activities can be organized using index cards, an index card box and an index card organizer--all available at office supply stores for under ten dollars.

The index card box is organized by keeping information about employers in alphabetical order. On each index card, the name of the employer is written down along with key details about the job opening being applied for. Before ever applying for the job, the job seeker goes to the index card box to see if he or she has filed an application or résumé for the job. If there is no

A sample index card form is shown, featuring a decorative black and white patterned border. The form is divided into several sections with labels and lines for text entry:

- Employer Name:** _____
- Job Number:** _____
- Employer's Address:** _____
- Job Title:** _____
- Date Applied:** _____
- How did you apply?** _____
- Closing Date:** _____
- Follow up date:** _____
- Interview Date:** _____
- Interviewer's Name:** _____
- Phone:** _____
- Location of Interview:** _____
- Notes from the Interview:** _____
- Date thank you card was sent?** _____
- Follow up after interview:** _____

index card associated with the particular job, the job seeker then files an application or résumé and records the information on the index card to track the actions taken.

In this example, there is a job opening at One Big Hospital for a Unit Clerk in the Pediatric Intensive Care Unit. Anny goes to her index box and pulls all cards associated with One Big Hospital.

She finds a card, which means she has applied for a job with One Big Hospital in the past, but it was for an Emergency Room Clerk. Seeing that she has not applied for this particular job before, she submits a résumé based on the instructions found in the newspaper. She then fills out a new index card to record her actions.

There is another item every job seeker should have – a document organizer. The simplest form of a document organizer is a two-pocket folder. However, customers may choose to use a three-ring binder with formal documents kept in sheet protectors; or, job seekers may choose to use an accordion file. Job seekers should keep copies of their résumés to pass out to employers in their document organizers. Document organizers should also include formal copies of the job seekers’ references to provide to employers upon request or at interviews. Job seekers should also keep a copy of their example application in their document organizer.

One Big Hospital	33982398
1211 South Hospital Road	Unit Clerk: Emergency Room
Tallahassee, Florida	
Date Applied: June 4, 2012	How did you apply? EFM
Closing Date: June 8, 2012	Follow up date: June 14, 2012
Interview Date:	
Interviewer's Name:	Phone:
Location of Interview:	
Notes from the Interview:	
Date thank you card was sent?	Follow up after interview:

Earlier in this webinar, we stated that some customers may need to have a mobile office because they have to travel to the career center to look for jobs, conduct research about employers, apply for work on the internet, and more. If job seeker customers are using the index card system, they can simply take the index cards, as well as their document organizers, when traveling to the career center. Job seeker customers need to stay organized, and you can teach them the skills they need to remain in charge of their job search efforts.

6. The document organizer/binder should include copies of the job seeker's _____.
 - a. Résumé, references, and a mock application
 - b. Résumé, cover letters, and a mock application
 - c. Résumé, school transcripts, and a mock application
 - d. None of the above

Just like organizing a job search space, job seeker customers must organize their time. Like going to work each day, job seekers need to develop “work” schedules. Their focus during these hours will be looking for work, interviewing for jobs, conducting follow-up activities and

networking with employers. Job seekers should use their appointment books or printed calendars to decide which days they will job search each week and how many hours they will job search each day. For the most part, job seekers should be aware that managers will want to receive applications or conduct interviews during the work week. However, there may be situations where employers prefer to receive documents or conduct interviews on the weekend. Job seekers may need to be flexible.

8 ^{am}	
9 ⁰⁰	
10 ⁰⁰	Apply for jobs in People First
11 ⁰⁰	
12 ^{pm}	Lunch
1 ⁰⁰	Research employers that I like to see if they have any jobs posted to their websites
2 ⁰⁰	
3 ⁰⁰	Leave for the one-stop Attend the résumé workshop
4 ⁰⁰	
5 ⁰⁰	

On their calendars, job seeker customers should mark the days they will look for work, as well as the hours they will look for work. When job seekers establish the days and times they will look for work, they are essentially setting goals. Job seekers should actually outline the activities to be completed during each hour of job search. In this example, Anny has set goals to achieve. She will apply for

jobs in People First in the morning; she will research employers in the afternoon, as well as attend a résumé workshop. At the end of the day, she will be able to review her calendar and note if she is on track or reached her goals.

Job seekers must organize their efforts in addition to organizing their space. What do we mean by this? Customers need to focus on applying for jobs they will actually take. First, customers have to know what they want. Why? Let's review Anny's situation again. Anny applies for a job at a doctor's office. She interviews for the job, but then decides she's not interested. After thinking about what the job requires in more detail, she realizes that the job is not a good fit. After all, her goal is to work at a hospital, not a doctor's office. The employer calls Anny, and she turns down the job. The information needed to determine the job was not a good fit was available to Anny before the interview. Anny has wasted both her time and the employer's time. Because she has wasted the employer's time and efforts, the employer may not hire Anny if she applies for a different job within the same company. Our job seekers need to consider the type of jobs they are willing to take. Before applying, job seekers must be prepared to show up to work every day. Job seekers must honestly assess their skills. Job seekers must set

realistic goals using realistic expectations as to the type of jobs they can secure based on their own educational levels and work experiences. Job seekers must also be able to meet the employers' expectations, which can be assessed through career research, as well as job advertisements. Let's discuss this more, in more detail.

To determine if a job is a good fit, job seeker customers need to sort through a variety of information. For example, job seekers must be sure that they can get to work every day. This means that customers should know where employers are located before applying. Job seekers must be sure they can drive a vehicle or catch a bus to the employer's worksite each day. Employers expect job seekers to ensure they have a ride to work every day--without exception--before ever applying for a job. If the employer states that the candidate will have to travel as a part of the job, the job seeker must be able to meet those requirements. The job seeker must ensure that he or she will be able to afford the cost of traveling to and from work, as well as the costs associated with the job itself, before applying for the job. Additionally, if customers are willing to relocate, they may be able to broaden their job search to include a multitude of geographic areas.

In addition to knowing that they can travel to the workplace each day, job seekers should also research job details to ensure they meet minimum qualifications. Job seekers need to make

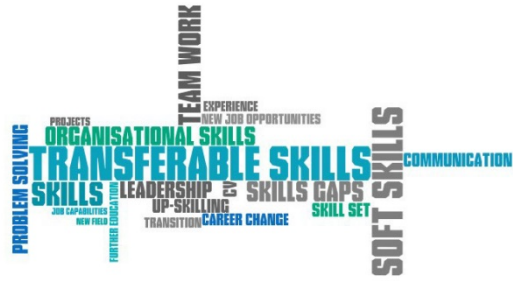


sure they can perform the duties of the job as well as meet the expectations of the employer. Why is this important? Let's say a job seeker sends out 50 applications; however, he only qualifies for ten of those jobs. This job seeker has wasted time on 40 applications. Our job seekers must know their own skills. Job seekers must then review job advertisements or postings to ensure they have the skills that employers are looking for.

Job seekers must review job advertisements to determine the education levels required for each job. Job seekers must consider their own education levels and the education levels employers are looking for. If employers require any certifications or work history qualifications, job seeker customers should ensure they meet those minimum qualifications before applying for the job.

Job seekers must also ensure they have the skills employers are looking for before applying for a specific job opening. During the Career Plan Development module, we discussed the

assessment process and ensuring customers learn about their own skills. Here we will discuss the different skills that employers want. First, we will discuss transferrable skills. These are skills that many of our customers do not realize they possess. These are skills that easily transfer from one job to another because they are skills that can be used in different jobs. Transferrable skills may include personality traits that help customers adapt to different environments, as well as management skills that help our customers manage a variety of situations and organize information.



Job specific skills are just as critical as transferrable skills. Job specific skills are those skills that are required to complete specific tasks while on the job. The employer will often list the required job specific skills in job advertisements or job postings. If the information is not found in the job advertisement, the job seeker customer should review the job duties associated with a similar position and ensure that he or she can do the job.

7. Karen has come to the career center to find a job. While talking to her, you learn she was a very helpful clerk at the local hospital. She was on-time and reliable. Today, she is applying to fill a job as a customer service representative in a human resource department. You offer to review her application but notice that she does not mention any of these on-time and reliability strengths. You then encourage her to list her current skills that will be relevant to the new positions. These skills are called _____ skills.
- a. job
 - b. transferable
 - c. learned
 - d. critical

Sometimes, the job posting will state specific education levels, certifications, skills or work experiences are preferred but not required. Should a job seeker customer apply for such a job if he or she meets the minimum requirements and is interested in the job? Of course. The job seeker customer should use the cover letter, application and/or résumé to show off his or her talents to the employer. Additionally, the job seeker customer can identify his or her ability to work hard and learn new skills. If the job seeker is interested in additional training or certification, the job seeker can tell the employer he or she is open to new learning opportunities.

So, what does all of this mean? Before job seekers apply for a job, they must ensure they are qualified for the job, ready to go to work for the employer and ready to meet the demands of the job. Job seekers must also keep up with each application filed or résumé submitted to

monitor their next steps and ensure they do not apply for the same job multiple times. The reality is that most people do not want to job search. Most people are looking for a job because they have to. Looking for a job is very hard work. Like working, our customers have to organize their space, time and efforts in order to make the job search endeavor a successful one.

8. Job-specific skills are those skills one must have to complete critical tasks while on the job. TRUE or FALSE (Circle One)

Lesson Three: Getting Recognized

Once job seeker customers have gotten organized, the next step in the job search process is to "get recognized". The most common way for our job seekers to be recognized is through the application process. During this lesson, we will focus on helping job seeker customers get recognized by developing applications that are complete, correct, and conscientious (or the three "C"s of application writing). We will also discuss how to help our job seekers develop résumés that employers will respond to. It is important to note that we will be discussing general concepts. Each Local Workforce Development Board or LWDB assists customers using innovative tools and unique activities designed to move job seeker customers towards employment based on state and local expertise.

For example, we will review several types of résumés with a focus on a résumé type preferred in research conducted by the Society for Human Resource Management. Your LWDB may prefer to use a different résumé format than the one described in this module. Please make sure that you learn more about the classes, workshops, online study tools and resources your LWDB uses to assist job seekers with finding employment. If you find that local tools differ from anything seen in the Job Search Skills module, follow your local operating procedures.

Filling out an application is an important part of the job search process. Most employers require job seekers to fill out an application at some point during the hiring process to collect information not found on the résumé. For example, many applications request information about felony convictions. Job applications serve a lot of purposes, but most importantly, job applications help employers screen out candidates quickly. Once again, imagine you are the hiring manager at a large hospital. You post a position for a clerk in the newspaper and in the Employ Florida system. At the end of the first week, you receive one-hundred applications. You only want to interview seven people. How do you narrow down 100 applications to less than ten possible candidates? Easy, you use the information found in the applications to narrow down the possibilities.

We do not want our job seeker customers to be disregarded because their applications are not competitive. We must help our job seeker customers get noticed as potential job candidates. Our customers must ensure their applications are complete, correct, and conscientious.

This “C” requires applications to be filled out correctly. Job seeker customers should not submit applications that have grammatical errors. Look at this example. Can you find the grammatical errors? Employers will see this and assume the job seeker cannot communicate using written forms. Grammatical errors on applications, cover letters and résumés are the quickest ways to be removed from consideration for a job. In a survey conducted by the Society for Human Resource Management (SHRM), 99 percent of human resource professionals polled stated they have found grammatical errors on either the job seeker’s résumé or cover letter. 87 percent stated they have thrown out an application due to such errors.

9. Most human resource professionals surveyed (87%) discard job applications or résumés due to grammatical errors on the résumés or cover letters. Which of the following “C” actions does this preventable oversight represent?
 - a. Not correct
 - b. Not conscientious
 - c. Not complete
 - d. Not concise

Job seekers must follow employer directions. In this example, the job seeker candidate was asked to record his job history in reverse chronological order. The employer wanted to review the candidate’s most recent job information first. However, this customer entered his job history out of order. The first job entry on the application was from January 2010 to February 2011. The next job entry was from 2011 to 2012. This employer will simply think that the candidate cannot fill out the form correctly or does not pay attention to critical details. If the employer has 100 applications to look at, this application will simply be thrown out. During the application review process, employers look to see if job candidates can fill out forms to specifications.



10. Job seekers must understand that every job application is different and they must read the application directions to fill out the application form in its entirety based on **those** specific directions. What “C” does this point represent in this context?
 - a. Correct
 - b. Conscientious
 - c. Complete
 - d. Clean

Many job seekers are guilty of not filling out job applications completely. Applications should have every block filled in. If an element on the specific application does not pertain to the customer, the job seeker customer should enter “N/A.” This stands for “Not Applicable.” Look at this example, will the employer guess the information or call the customer about the blanks; or, will the employer simply throw out the application? In this job market, employers are getting dozens, if not hundreds, of applications to review. If applications are incomplete, employers will simply remove applications from consideration. Job seekers are most likely to leave addresses, phone numbers, employment dates and salaries blank because they simply do not remember the details associated with past jobs.

11. Mary goes to the employer to file an application. When filling out the application, she realizes she does not remember dates, addresses, phone numbers, etc. Instead of taking the time to get the information, she staples her résumé to the application. What “C” has Mary violated?
- a. Correct
 - b. Complete
 - c. Concise
 - d. Creative

Job seekers should carry an example application in their document organizers. The example job application should include all pertinent information, and it should be used whenever the job seeker goes to fill out applications with employers. The example application should document critical information, such as the job seeker’s employment history; this must include each employer’s name, address, phone number and other critical data, such as dates of employment. The example application should also include the job seeker’s education history, including what schools the job seeker attended, the dates the job seeker was in school and the addresses of the schools. The example application should also include a list of professional skills that will help the job seeker respond to any specific informational requests.



Debra Auerbach of CareerBuilder.com states that many applicants use a “one-size fits all” job application, which is a major mistake. While we encourage our customers to use an example application, applications and résumés actually submitted must be tailored to what employers are looking for. Details entered on applications must be based on what employers want.

You may be asking yourself “what does this mean?” In previous examples, we stated you are the hiring job for a large hospital, and you were looking for a unit clerk who will enter orders in the computer for doctors, help patients, help patient’s families and ensure supplies are stocked. The job advertisement includes these major duties, so you expect those responding

to the advertisement to pay attention to these details. However, on Anny's job application, you see that her last job only list the duties: took order from customers and gave them their food. In this example, Anny did not pay attention to the advertisement and did not focus on the transferrable and job specific skills that relates to the employer's posting.

Job seeker customers must review job postings and respond to what employers are looking for. If the employer's job posting is limited, the job seeker can review the Occupational Profile in the Employ Florida system, this will provide more details for the job seeker customer.

Job seekers must also be conscientious when filling out job applications. What does this mean? This means that job seekers should fill out the job applications using correct information and according to their best judgments. The term "conscientious" actually means to do something according to what is right. Therefore, it is never appropriate to lie on an application. While information may be worded to demonstrate a positive perspective, it is never appropriate for job seekers to be dishonest. When job seekers are dishonest, they lose more than the opportunity to fill a position. In fact, many employers will remove dishonest job seekers from the list of potential candidates for future job openings. So, what if the application element asks if the customer has ever been convicted of a felony, and the job seeker customer must answer "yes"? It is better to be honest on the application and to respond to the issue directly than to be dishonest. In this example, we see that the applicant has answered honestly and has asked for an opportunity to explain the situation. Additionally, the job seeker provided a cover letter addressing the issue. In the cover letter, the job seeker asked the employer to offer him the opportunity to be bonded using the Federal Bonding program. Prepare your customer in advance by having him fill out a job application and explain any tough situations in a professional manner. Review the language with the customer to ensure it is honest and professional. Next, have your customer write the information down on his example application, which he can take with him to future job sites.

12. Most human resource professionals (87%) discard job applications or résumés due to grammatical errors on the résumé or cover letter. Which of the following "c" action does this preventable oversight represent?
 - a. Correct
 - b. Creative
 - c. Complete
 - d. Common

13. Sam was convicted of a felony in 2001. When filling out applications which ask, “have you ever been convicted of a felony,” Sam answers “No.” Which of the five “Cs” does Sam violate when filling out applications?
- Correct
 - Clear
 - Controlled
 - Conscientious

Frequently Asked Questions

What if the job seeker wants to impress the employer, but he or she cannot think of job duties that will highlight his or her skills? Can we simply make up job duties? No, this is not conscientious or “right.” Your job as a workforce staff member is to work with the customer and ask probing questions that will help the job seeker outline his or her skills. Then, you can take this information and highlight transferrable or job specific skills in a positive manner.

What do we enter as the “Reason for Leaving?” if the individual quit or was fired? There are instances when we have to restate information in a positive manner. For example, what do we enter if the customer was terminated from the job or essentially quit. We do not want to enter “fired” or “quit” under “Reason for Leaving.” First, we have to talk to the customer to find out what occurred. There are situations where it is not the customer’s fault, and we may be able to enter the information appropriately. In this example, the customer’s job was downsized due to the economy, and the application was updated to reflect this.

What if the customer has a gap in employment? Once again, we must review the information with the customer. Let’s take Anny, our job seeker, as an example. Anny has a valid reason for having a gap in her work employment. She had to care for a sick family member, an issue that many employers can relate to. More than likely, Anny gained a host of transferrable skills during this period, but the employer will not see this unless it is provided in the application or cover letter. So, what should Anny do? She can address the gap in employment right in the work history section of the job application.

In this example, Anny treated this time period as a job. Anny states that she was caring for her sick mother as a primary caretaker and lists her skills. She also stated that she is trying to become a nurse as a result of this experience.

Here are some additional tips for job seekers who are either starting the job search process or are not having any luck during the job search process.

- Job seekers should practice filling out job applications; and, workforce program staff should review those applications and provide ideas on how to improve the documents.

- Job seekers should maintain an example application that documents all critical information.
- Job seekers should have a detailed list of work experience and skills in the form of a cheat sheet, and, this should be kept in the document organizer. This information can be used to fill out applications with employers.
- Job seekers should ensure all completed applications meet the three “C”s.

Most employers require a résumé in addition to an application. In fact, most employers require job seekers to submit information by fax or by internet. Job search systems, such as the Employ Florida system and People First, afford employers the ability to secure information about job seekers directly through the system via submitted résumés. Additionally, job seekers should look for employment on the internet. Most internet-based advertisements require the submission of an electronic résumé. A successful job search requires a strong and competitive résumé. Richard H. Beatty, the author of *The Ultimate Job Search*, states that to compete in this job market, the job seeker’s résumé has to stand out like a “snowflake in a snow storm.”

We are going to focus on three of the most common types of résumés. There is the chronological résumé, the functional résumé and the combination résumé.

- The chronological résumé focuses on offering information associated with the job seeker’s work experience over time. The chronological résumé provides the most recent job history first. Other job experiences are listed in reverse chronological order from most recent to the oldest.
- Functional or skills résumés focus on the skills that the customer has gained over time. Such résumés actually start with skills that are relevant to the job. Functional résumés can be very useful if the job seeker has extensive experience in a specific occupation or industry. Functional résumés are also very helpful if the job seeker has a gap in employment or other issues that would stand out in a chronological résumé. The job seeker’s most recent work experience is simply listed after the job seeker’s strengths and abilities have been highlighted in the document.
- The combination résumé mixes the chronological résumé and the functional résumé by highlighting the job seeker’s skills and abilities, as well as listing the job seeker’s employment history later in the document.

14. By having a specific workspace at home to complete job search activities, the customer thinks of job searching as a job.
 - a. True
 - b. False

Which format should our job seeker customers use? According to the Society for Human Resource Management, 74 percent of staffing professionals surveyed prefer the chronological résumé over other formats. Additionally, 99 percent of those professionals surveyed consider a detailed job history a critical part of the résumé document. You may be asking yourself, “What do I do if my region uses another résumé format?” This is not a problem. In fact, many times, our customers need to use other résumé formats because of a gap in work history, lack of work history, job jumping, and more. The information presented in this training presentation was designed to help you understand what many employers are looking for when job seekers attempt to secure employment. Make sure to follow your local operating procedures when working with your customers.

Successful résumés follow the three “C”s of the application process. Successful résumés are correct, complete and conscientious. In the July 19, 2005 weekly survey, the Society for Human Resource Management stated that 87 percent of respondents indicated they had rejected a candidate due to grammatical errors on a résumé or cover letter. This is why résumés must be grammatically correct. The résumé must also respond to the employer’s needs based on the job advertisement or other research regarding the posted position. The information on the résumé must also be true, meaning the job seeker must create the résumé conscientiously.

Successful résumés include the job seeker’s name, address, phone number, email address, skills, work experience and educational information. The information must be up-to-date and useful. For example, it does not help to post an invalid phone number. The phone number must be a working number that can be called by the employer, and the email must be checked on a regular basis. Additionally, the job seeker must ensure that his or her résumé includes his or her accomplishments, not just what the job seeker did at the job. In other words, did the customer save the company money, design a new way of managing daily activities or implement a program to reward co-workers for their hard work? These accomplishments help employers identify achievements that have been attained for the employer’s benefit during the course of business. **According to Richard Beatty, this translates to “tangible evidence” for the employer.**

15. Successful résumés include the job seeker’s name, street address, phone number, email address, skills, work experience, educational information and _____
 - a. Memberships
 - b. Accomplishments
 - c. Partnerships
 - d. References

The final component of a competitive résumé is the use of action words. The use of a myriad of action words demonstrates a variety of skills. Action words show power, persuasion, and

distinction. The Internet has a large number of action word lists the job seeker can use to power up his or her résumé. What sounds better, I worked for Sam who help me get my assignments ready each week. Or, with the Sam's help, I made sure that my assignments were organized and communicated by compiled calendar to my manager.

What if the job seeker has to submit a résumé electronically? Job seekers should be prepared to create or enter a résumé into an Internet-based system. In fact, job seekers should place multiple résumés in the Employ Florida system and in the State of Florida's People First system. The résumé should be converted to the appropriate file format based on the system's directions. Before entering the résumé into a computer system, the job seeker should type the information into a Microsoft Word document to check the spelling and the grammar.

How does the customer get recognized? Let's recap for a moment. You have assisted the customer with organizing his or her space, time and efforts. You have helped the customer prepare an example application. You have also helped the customer prepare a résumé and references that can be passed out to employers. Now, how does the customer actually get recognized by employers? The job seeker must "get out there" to be seen by employers.



16. What are the three most common résumé types?
 - a. Functional, Chronological, and Combination
 - b. Practical, Chronological, and Directional
 - c. Progressive, Practical and Combination
 - d. Functional, Directional, Combination

17. Job seekers must ensure their résumé includes accomplishments, not just the tasks they did on the job. These accomplishments help employers identify achievements. These achievements translate into _____ evidence for the employer.
 - a. tangible
 - b. pertinent
 - c. traceable
 - d. duplicable

We have discussed one process already, your job seeker customers need to put their résumés in job banks. Employers search for documents in job banks to find possible candidates. Next, your job seekers will need to search job banks, such as Employ Florida or People First, and apply for specific jobs. This may require responding with a system-based résumé or submitting a résumé or application according to directions that employers post in the system. Your job

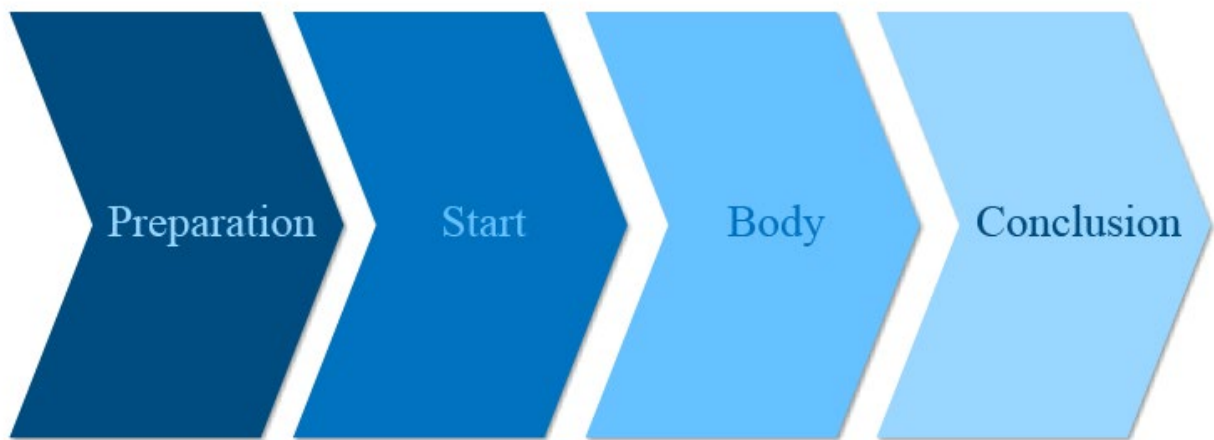
seekers should also research companies. When job seekers find a company that they are interested in, the job seekers can go to company's website to see if the company has any jobs posted. Job seekers can then follow the employer's directions to apply directly with the company. Finally, job seekers can attend job fairs offered or facilitated by LWDBs or community partners. Job Fairs afford job seekers the opportunity to meet directly with employers to express interest in job openings and employment opportunities.

All of these job search opportunities will lead your job seekers to apply for a lot of jobs; so remember, you have to help your job seekers stay organized. Encourage your job seekers to use a system of recording all actions taken with employers for each position. Encourage your job seekers to maintain copies of their résumés, as well as their references, which will be of critical importance when they go on interviews.

18. When job seekers go to an interview, they must realize they applied for an are being considered for a _____ job.
- a. good
 - b. rewarding
 - c. specific
 - d. future

Lesson Four: Getting Heard

According to the Society for Human Resource Management's 2009 survey, most hiring managers can tell if a job seeker will not be a good fit within 15 minutes of the start of the interview. Helping our job seekers prepare for the interview is critical to their success. So, how do we empower customers to change job interviews into job offers? We have to teach them the four phases of the interview process, as well as strategies to move through each phase of the interview process successfully. There are four phases associated with the interview process. There is the preparation phase, the start phase, the body phase and the conclusion phase. To be ready for an interview means that job seekers are prepared to navigate through each phase successfully.



Typically, the interview itself is only 15 minutes to an hour. There are exceptions when interviews may take longer, but for the most part, preparing for the interview takes a lot more time than the actual interview itself. Job seeker customers should spend more time getting ready for the interview than in the interview.

PHASE ONE – Preparation

When a job seeker goes to an interview, the job seeker has to realize that they are not just applying for any job, the job seeker is applying for a specific job. You, the workforce professional may have to teach the job seeker that getting ready for the interview is very important to their job search success. The job seeker has the unique opportunity to do homework and get ready to impress the interviewer. The job seeker must get to know the company. The job seeker should research what products or services the company offers and who their customers are. The job seeker should also research who the company’s major competitors are. This information should be used to establish a frame of reference to answer interview questions. The information about the company’s goods and services will help the job seeker emphasize the work history and skills that he or she has that relates to what the company is looking for.

For example, one employer in the State of Florida devotes an entire website to the job application and career development process; and, with a staff of over 60,000 individuals, there is no wondering why.



Each major section has an overview that highlights how the staff from the entire company must “work together” to make each customer’s experience positive. In just a few minutes of research, we have learned that teamwork is highly valued by this company. So, how does a job seeker applying with this company use this information to his or her advantage? The job seeker makes sure to highlight teamwork in his or her interview answers.

But how will a job seeker know how to use the information to formulate answers to critical questions? Some of your job seekers will be comfortable with this process, but others may not. This may be especially true if you find a job seeker who has not worked in a long time and is not getting past the interview. You may have to talk to the job seeker about the interview process and determine if he or she is truly preparing for the job interview and tailoring his or her answers to the employer based on research completed. If not, you may have to guide the job seeker through the interview process.

19. Jack is interviewing for a job with a large Florida company. Jack conducts research on the company website ahead of time and finds that being a good team member is very important to the company. What does he need to do with this information during the interview?
- a. Make sure the job application version he submits adequately highlights his role as a team member.
 - b. Answer questions with work examples that demonstrate he has experience working with or on a team.
 - c. Make sure that his list of references and contacts include previous team members.
 - d. State clearly in the cover letter to the employer how excited they are about becoming a member of the team.

Now, let’s apply what we have discussed to our job seeker customer, Anny. Anny found a job opening at a local hospital. Anny is very interested in the unit clerk position and researches both the company and the requirements associated with the job opening. Anny learns that the job will require her to “transcribe physicians” orders, as well as complete and file medical records.” Remember, in our previous lessons, we learned that Anny has skills that can be transferred to this job. We highlighted these skills during the application process; however,

we must teach Anny to highlight these skills during the interview process as well. When Anny is asked by the employer, “what is one strength that you have that would benefit our unit?” She replies: “I know my experience caring for my mother, as well as working in the customer-service industry for over a decade, has prepared me to work hard for you...” In one answer,



Anny has stated she can take orders from customers, relay the information correctly and learn a new computer system. Why is this so important? In a survey conducted by the Society for Human Resource Management, 56 percent of hiring professionals polled stated that interviewees who convey they have skills directly related to the job stand out positively during an interview over any other behavior noted.

This leads us to the next step in the preparation process: job seekers must practice answering interview questions so they are comfortable answering questions and are confident in their answers. Failure to practice may lead to several problems. For example, if the individual is not comfortable with the question, the individual may stammer. Or, the individual may actually talk on-and-on rather than get to the focus of the issue and responding with a complete answer. The most common questions asked by employers include,

- Why don't you tell me about yourself?
- What are your strengths?
- What are your weaknesses?
- Why should I hire you?
- Why do you want this job?

Job seekers should be comfortable answering these and other common questions with information specific to the employers and job openings.

There is one question asked in almost every interview which very few people are prepared to answer, “do you have any questions for me?” This question is critical. The answer to this question indicates if the interviewee is engaged in the job search process. The answer to this question must be prepared in advance, and the job seeker customer must be comfortable asking questions that are relevant and appropriate. Questions that are smart focus on the position and are not generic in nature. Additionally, the job seeker should not ask, “Well, what

does this job pay?” Pay is negotiated during the job *offer* phase. It is typically not discussed at the interview unless approached by the employer. In fact, only 15 percent of hiring professionals stated that salary should be approached by the interviewee during the interview process in a Society for Human Resource Management survey.

The job seeker should not ask what job duties are associated with the position unless the job posting was very generic and no other information could be obtained during research. If the job seeker asks this question, the job seeker is basically stating that he or she did not research the company or the job. Instead, the job seeker should demonstrate that he or she has read the job advertisement and is asking for more specific information. Remember Anny? She is interviewing for a job with a growing hospital. In her research, she read that the hospital has expanded to other counties and recently added a children’s intensive care unit. She may decide to ask, “I read where the hospital is expanding and would like to expand even further over the next five years. Does this department plan on expanding as well?” Or, she may ask, “I noted in the job advertisement that you are looking for an array of skills. What skill do you think is the most important for a candidate filling the position?” When she hears the answer, she can comment on her ability to meet the needs of the department, and why she is the best candidate for the job. Anny has planned ahead with the goal of learning more about the hospital and demonstrating that she has researched the company.

Even well prepared candidates, however, will have to face tough questions. Why? Because every interview will include the “difficult to answer” questions. Job seeker customers should be prepared to answer these questions in a manner that highlight positive attributes. The more comfortable job seeker customers are with answering these questions, the easier the interviews will be. These questions are designed to screen out those candidates that will not meet the employer’s needs or fit in at the company. When answering these questions, the answers must be prepared in advance, sound comfortable and sound remarkable.

20. Max will be interviewing for a position in two days. She has researched the company. She has also completed a test run to see how traffic will be going to this workplace. What is one of the most successful techniques that you can suggest that helps her prepare for the interview? What is her next step?
- a. Practice answering the most common questions.
 - b. Call human resources at the company and ask for sample questions.
 - c. Update her résumé for the employer.
 - e. Arrive at the interview early to practice.

21. It is appropriate for the job seeker to initiate a discussion about pay during the interview
- True
 - False

Before an interview, job seekers should ensure their document organizers are up-to-date and contain copies of their résumés, as well as copies of their example applications. Job seekers



need to make sure they have printed their reference pages; the reference page lists the job seeker’s professional references. Reference pages must be grammatically correct, and, reference pages should be printed on the same paper as the résumé.

Before going to an interview, job seekers should make travel plans. Job seekers need to secure the address for the interview location and map out the route for getting to the interview. Whether job seeker customers are traveling by car or by bus, they need to plan to arrive at least fifteen minutes early. This requires job seekers to know where to park and where to check-in for the interview.

Job seekers must be prepared to dress appropriately for the interview; this is a critical part of being prepared. Many job seeker candidates do not dress appropriately. Many job seekers wear too much cologne or perfume. Some women wear too much make-up, which gives off the wrong impression. Individuals go to interviews with inappropriate hair styles; while some hairstyles may be in fashion, they are not appropriate for a job interview. Some individuals will dress in a manner that is comfortable or fashion forward but not professional, while others will overdress, wearing clothes that are more appropriate for a formal affair. Another issue noticed by employers is improper grooming. In other words, a male interviewee has not shaved his face or the interviewee has not cleaned his or her nails.

So, how do we prepare job seeker customers for an interview? We teach our job seeker customers how to dress for interviews. Job seekers should dress at the same level or a little better than the job they are interviewing for. Job seekers should never wear tank tops, flip flops, or shorts. Clothing should look conservative. A woman wearing a skirt should wear a skirt that is at or below knee length. If wearing a pant suit, both men and women should wear an appropriate, conservative top. The use of a jacket and tie for men is dependent on the job being interviewed for. The rule, “less is more” is a very good rule to help govern the style of hair, as well as the use of make-up and jewelry. Hair should be simple and clean cut. Women with long hair should not focus on a fancy up-do. If the customer wants to pull her hair back, it should be



pulled back in a simple manner. Men should be clean shaven. Make-up should be natural looking; once again the rule, “less is more” applies. Very little jewelry should be worn. Little to no cologne or perfume should be worn to interviews. Job seekers should be prepared by having clean nails and hands, as well as clean shoes.

Many Local Workforce Development Boards or LWDBs have skill development programs teaching job seekers how to interview. But, how do we know what will really happen in an interview? How do we know our customers will dress appropriately, respond to questions appropriately and interact in a professional manner? You know what they say, “practice makes better.” Strategies for assisting your job seeker customers include

- Conducting mock interviews.
- Asking job seeker customers to come dressed for an interview.
- Review the customers’ clothing, hair, make-up, use of jewelry, and grooming.

If customers do not have the right clothing or shoes, offer them referrals to community agencies that can assist them with securing the appropriate attire. During the mock interview, ensure the customers’ document organizers are ready. Additionally, make sure job seekers can answer both the basic and the tough questions with ease and comfort.

There are other ways to help job seeker customers prepare for interviews.

- The LWDB can create worksheets with the most common questions asked during an interview.
- The LWDB can also provide customers with opportunities to interview with employers at the career center and receive feedback from these employers.
- The LWDB can provide examples or pictures of how to dress and groom to help job seeker customers prepare for interviews.

Because the preparation phase sets the stage for success for the last three phases of the interview process, let’s briefly review the Do’s and Don’ts of the preparation phase.

- The customer should know about the job and about the employer. The customer should be prepared to answer questions using research found on the employer and the job opening. The customer should know how to answer both common and tough questions. The job seeker should know where the interview will take place and how to get to the location. The customer should know what to wear to the interview. Finally, the job seeker must ensure critical documents are prepared in his or her document organizer.
- The customer should not treat every job interview the same by failing to research the employer or the job. The job seeker should not embellish answers or lie to make him

or herself look good in the interview. The job seeker should not assume that all answers can be the same for every employer and fail to practice for each interview as a unique event. The job seeker should not wait until the last minute to get ready or ensure that he or she has clothes to wear. Being late to an interview or dressing inappropriately is a sure way to be rejected by an employer.

22. Nancy is starting her new job and was not told what to wear to work. What advice would you give this new employee about work attire?
- Be prepared to dress comfortably by wearing flat shoes and casual attire.
 - Dress to impress by wearing stylish clothing.
 - Dress to impress by wearing make-up, perfume and jewelry.
 - Be prepared to dress professionally by not wearing shorts, tank tops, flip flops and/or short skirts.

PHASE TWO - Start

Let's move on to the next phase of the interview process. Phase two is the "start" phase of the interview. An interview actually starts when the customer leaves his or her house. The job seeker customer should be prepared to leave on time and arrive early with all required documents. According to the Society for Human Resource Management, 33% of hiring professionals make a decision not to hire an individual in under five minutes. This means first impressions are critical to the interview. One of the fastest ways to lose the opportunity to work for an employer is being late. In fact, 58 percent of hiring managers stated that being late for an interview was a major problem or "deal breaker." Another 39 percent of hiring managers stated it may not be a deal breaker, but it was still a problem if the candidate was late for the interview. This means that over 90 percent of hiring managers had a problem with candidates being late for the interview.

Upon arrival, the job seeker should turn off his or her cell phone. This step is critical because 40% of hiring managers found that the applicants cell phone ringing during the interview was a deal breaker. Next, the job seeker must check in with the appropriate party, which is often a staff member at a security desk or receptionist. The job seeker candidate should understand that first impressions from all staff are important. The job seeker must be polite, friendly and upbeat when speaking with the receptionist. If the job seeker does not know the name of the interviewer, he or she should ask the receptionist for the person's full name in order to greet the interviewer formally.

If sitting when the interviewer approaches, the job seeker candidate should stand up to greet the interviewer. It is important that the job seeker customer be prepared to shake hands and offer a greeting using the interviewer's last name. An example may be, "Thank you for seeing

me today Mrs. Johnson. I am very excited to be interviewing with your company.” The job



seeker must offer a firm, but not crushing, handshake. When speaking, the job seeker candidate must be upbeat and offer an approachable smile. Basically, the job seeker should look glad to be there.

PHASE THREE - Body

Phase three of the interview is called the "body" of the interview. The body of the interview is often the focus of most job seekers' attentions. Being that this is the time when employers start to speak with job seekers about items of substance, job seekers often focus on what is going to occur during this hour. Job seekers may find that they have something in common with interviewers. Job seeker customers should practice using small talk and become accustomed to conversing with employers so they feel comfortable conveying information, as well as receiving information. At the beginning of the interview, the job seeker customer should offer the employer a copy of his or her current résumé printed on nice paper. This copy should not be a text document but a formatted document that is professionally constructed.

During this phase of the interview, the job seeker customer should expect to be asked a host of questions. Many times, the employer will start with, "Tell me a little bit about yourself" to create an opportunity of engagement and to make the interview more like a conversation. The job seeker must ensure that she is prepared to remain professional and "on-point." The job seeker should be able to answer all questions with confidence and keep answers clear and concise. While answering questions, the job seeker should be prepared, having conducted research on the company. The job seeker should show that she knows something about the company while answering and asking questions.

If the job seeker is asked about a skill that he or she does not have, the job seeker must be careful. The job seeker should not indicate that he or she has the skill: this would be dishonest. The job seeker should indicate that they can learn the skill. With each question, the job seeker should demonstrate a "can do" attitude.

PHASE FOUR - Conclusion

Have you ever felt weird or awkward at the end of a conversation or date? This is how many job seekers feel at the end of an interview. They are not sure who should have the last word or how to exit gracefully. Helping the job seeker conclude the interview successfully is very important. In phase four of the interview process, our customers have to exit gracefully at the conclusion of the interview. Often, the conclusion begins when the interviewer asks, "Do you have any questions for me?" This is a sign that the interview is coming to an end. Before

leaving, the job seeker should ask questions that show he or she has prepared in advance. To move towards a successful conclusion, the job seeker can state, "Before I leave, I would like to leave you with a copy of my professional references." The job seeker should then offer the employer a reference sheet from his or her document organizer. When leaving, the job seeker should shake the interviewer's hand and thank the interviewer for the opportunity.

23. Matt has rehearsed interview questions and believes he is ready for his interview. He left the house early, but traffic caused him to be late to the interview. He greets the employer with good eye contact and a firm handshake. The interview went well. Matt believes he answered all the questions asked and even had a few questions of his own. Afterwards, he sends a thank you letter and waits for a response that never comes. Which phase of the interview process do you think most likely caused Matt to miss being hired?
- Conclusion Phase
 - End Phase
 - Start Phase
 - Body Phase

Lesson Five: Getting Hired

According to Debra Auerbach of CareerBuilder.com, job seekers do not follow up with employers because they do not want to annoy hiring managers; however, Ms. Auerbach states that failing to follow up after an interview can actually do more damage than good.

During this session, we will discuss the importance of helping our job seekers reconnect with employers after the interview. Our goal is to help job seekers turn job interviews into job offers. Did you know that less than half of the people who are interviewed send a thank you note to the interviewing company? Sending a thank you note after a job interview is very important. It shows that the candidate has manners, and it often gives the interviewing candidate an edge.

Why? Imagine interviewing ten people for a Unit Clerk position. At first, you remember the first person that interviewed because her answers were strong; but then, you interview three more people. While you remember what they look like, you start to get their answers jumbled up. You get confused regarding small details. After five people, you begin to forget what each person looked like. Although you took good notes, you realize that you easily get individuals confused; because, ten people might as well be 100.



Then, you receive a thank you letter from Anny.

- Her name, résumé and face pop back into your head.
- While you may still be objectively reviewing each person's answers and qualifications, there is no doubt that her information stands out.
- **This is why we need to teach our job seekers to follow-up after the interview.**

The first thing that job seekers should do after the interview is write down notes about the interview to keep the details fresh. These notes are written down on the index cards associated with the position, which was discussed in Getting Organized. If the job seeker uses a spreadsheet on the computer to track his or her job search efforts, the job seeker should jot down notes in his or her spreadsheet. There could always be a second interview, and those notes could help job seekers prepare for a second interview. Next, job seekers should write a thank you note to the interviewer. This should also occur immediately after the interview. Thank you notes should be mailed within two business days of the interview.



Thank you notes should be brief. They are not cover letters but opportunities to demonstrate both respect for the interviewer and interest in the job. Job seekers should keep thank you notes short and simple by thanking interviewers for an opportunity to interview.

Whether thank you notes are handwritten on a card or typed like a formal letter, job seekers must ensure there are no grammatical errors. Job seekers should address the interviewer formally. For example, if the interviewing party was named John Smith, the note should be addressed to Mr. Smith, not John.

Some additional tips for sending a thank you letter include using quality paper and envelopes, as well as ensuring that any handwritten sentiments are easy to read and well written. Additionally, the letter should include information that addresses what the interviewer was looking for. This is where jotting down notes after the interview really pays off. The job seeker is able to review the information and ensure that he or she can respond to the needs of the employer in a concise manner.



Frequently, individuals want to know if they can send their thank you letters by email instead of traditional mail. More and more, employers are looking for thank you letters by email. In fact, 50 percent of hiring professionals stated they prefer thank you letters be received via email in a 2009 Society for Human Resource Management survey. However, this means that 50 percent of hiring professionals surveyed preferred formal sentiments be received via traditional mail.

How does the job seeker know to whom should receive the letter? When the job seeker goes to an interview, the job seeker can simply request the business card of the interviewer. This should be attached to the index card associated with the job opening so the job seeker can track who they spoke to during the interview, as well as the interviewer's email and business address. If the job seeker is using a spreadsheet to organize his/her job search, the contact information of the interviewer should be recorded on the spreadsheet or other job search organizer.

In addition to sending a thank you letter, the job seeker should call the employer to find out if the position has been filled. When should this occur? The follow-up phone call should occur one to two weeks after the interview. The job seeker must be prepared to call the employer and be comfortable with or have rehearsed what he or she will say. Otherwise, the job seeker may skip this following-up task as a result of being nervous.



24. What step may help a job seeker receive an offer of employment?
 - a. Not providing up-to-date contact information.
 - b. Following up with the employer after the interview.
 - c. Failing to research information about the company.
 - d. Not speaking with company staff to learn more about the organization.

25. Mary lives in Orlando and has applied for a job in Tampa, Florida. Mary has the skills needed to fill the position and feels she would enjoy the job. Mary attends an interview, but she turns down the job offer because she does not have reliable transportation to get the worksite each day. This means that Mary has not organized her _____.
 - a. job search time
 - b. job search efforts
 - c. job search portfolio
 - d. job search pros and cons

26. Thank you letters should be mailed within five days of the interview.
 - a. True
 - b. False