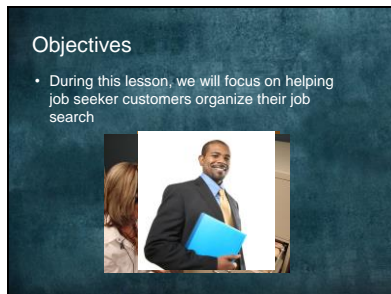


Slide 1



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.

Slide 2



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.

Slide 3

Need for Organization

- Imagine that you are the hiring manager of a hospital

Is she trying to get your attention?

– On Monday you receive a résumé from Anny

OR

– On Friday, you receive a different résumé from Anny with a different cover letter


Is she disorganized?

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 Marketplace or EFM 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 EFM 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.

Slide 4

Need for Organization

- This example poses another set of questions
 - Did Anny waste her time creating another cover letter?
 - Did Anny make herself look bad to this employer?



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.

Slide 5

Need for Organization

- Before Anny gets started job searching for a clerical job in a hospital or other medical facility, Anny needs to get organized




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.

Slide 6

Organizing the Job Seeker's Space

- The job seekers need to set up space to focus their job search efforts
 - Home
 - Mobile space



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.

Slide 7

Organizing the Job Seeker's Space

- The benefit of having space at home
 - Space to work that belongs to the job seeker
 - This space should include supplies that are important to the job search process
 - Pens
 - Pencils
 - Highlighters
 - Sticky pads
 - Notepads
 - Materials are maintained in one location

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.

Slide 8

Organizing the Job Seeker's Space

- Some supplies are required for success
 - Phone with the ability to accept messages
 - Appointment book or digital tool
 - Time blocks in hourly increments

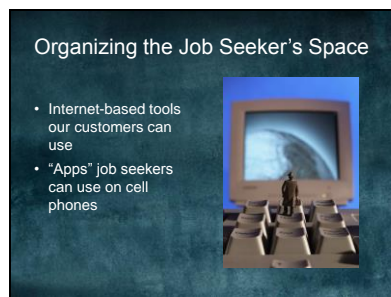


Some supplies are required for success. For example, if employers cannot call and request an interview, how will customers ever get hired? If the Regional Workforce Board or RWB has not established a message board for job seekers, customers will need to invest their money in a phone. Customers who do 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 and 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 hourly increments. There are other tools on the Internet that help job seekers track appointments, track where they have applied, and track networking efforts.

Slide 9





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 "My Jobs," which is an application for the iPhone and other Apple devices.

Slide 10

Organizing the Job Seeker's Space

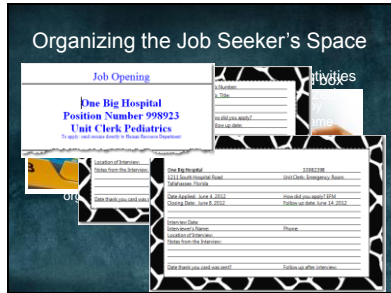
- Using computer-based tools
 - Microsoft Excel
 - Spreadsheets
 - Databases



Company	Job Title	Location	Application Status	Submission Date	Interview Date	Offer Date	Notes
ABC Corp	Software Engineer	New York	Applied	2023-01-15	2023-02-01	2023-02-15	Offered a position in the New York office.
DEF Inc	Marketing Manager	Los Angeles	Applied	2023-01-20	2023-02-05	2023-02-20	Interviewed on-site in Los Angeles.
GHI LLC	Product Designer	San Francisco	Applied	2023-02-01	2023-02-10	2023-02-25	Offered a position in the San Francisco office.

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.

Slide 11



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 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.

Slide 12

Organizing the Job Seeker's Space

- Document organizer
 - Two-pocket folder
 - Three-ring binder
 - Accordion file




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.

Slide 13

Organizing the Job Seeker's Space

- Document organizers should hold
 - Résumés
 - Copies of the job seekers' references
 - Example or "mock" application



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.

Slide 14

Organizing the Job Seeker's Space

- What is a mobile workspace?
 - Customers that need to travel to the One-Stop Career Center to job search
 - Index cards
 - Index card organizer
 - Document organizer




Earlier in this webinar, we stated that some customers may need to have a mobile office because they have to travel to the One-Stop 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 One-Stop 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.

filled in what she will do each day. As you can see, she will take time to research employers to see if any jobs are posted directly to their websites. Her calendar shows she will prepare her résumé by attending workshops and will meet with One-Stop Career Center staff later this week. On Friday, she will attend a job fair to meet directly with employers. Using a Microsoft Outlook calendar, Anny has planned her time to keep her on track and ensure she does not forget to attend any critical job search activities.

Slide 16

Organizing the Job Seeker's Time

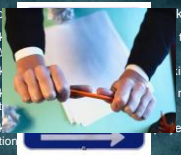
- Inside the calendar, job seekers should
 - Mark the actual days they will look for work
 - Mark the actual times they will look for work
 - Outline actual activities



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.

Organizing the Job Seeker's Effort

- Job seeker customers must know
 - What they want before submitting résumés or applications
- The type of jobs they are willing to take
 - Job seekers who are willing to travel to work
 - Job seekers who are willing to work in a hospital
 - Job seekers who have realistic expectations
 - Job seekers who have realistic expectations



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.

Slide 18

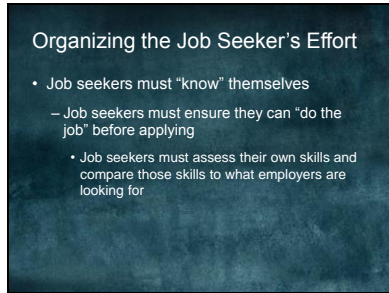
Organizing the Job Seeker's Effort

- Location
 - Customers must be able to get to work every day
 - If the employer requires the candidate to travel, the job seeker customer must be able to meet those needs
 - Customers must consider if they can afford the travel costs associated with a job before applying
 - Customers who are willing to relocate may be able to broaden their job search area



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 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.

Slide 19

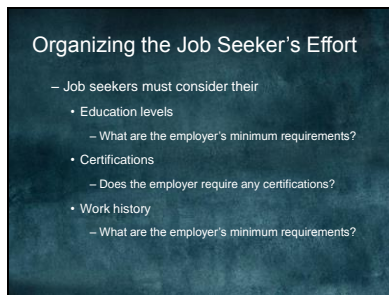


Organizing the Job Seeker's Effort

- Job seekers must "know" themselves
 - Job seekers must ensure they can "do the job" before applying
- Job seekers must assess their own skills and compare those skills to what employers are looking for

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.

Slide 20



Organizing the Job Seeker's Effort

- Job seekers must consider their
 - Education levels
 - What are the employer's minimum requirements?
 - Certifications
 - Does the employer require any certifications?
 - Work history
 - What are the employer's minimum requirements?

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.

Slide 21

Organizing the Job Seeker's Effort

- Job seekers must also ensure they have the skills employers are looking for
 - Transferrable skills
 - Are skills that can be used in different jobs or "transfer from one job to another"
 - May include personality traits that help customers adapt to different environments
 - May include management skills that help customers manage situations and organize information

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.

Slide 22

Organizing the Job Seeker's Effort


Examples of Transferable Skills	
Arrives on time	Deals well with the public
Shows up to work each day	Manages money
Honest	Able to negotiate deadlines
Dependable	Manages calendars
Conscientious	Plans events
Helpful	Solves problems
Learns quickly	Supervises others
Organized	Works well on a team
Respectful	Works well independently
Motivated	Gets along well with supervisors
Patient	Communicates well in writing
Creative	Good public speaking skills

On the left side of the table, you will see several general transferrable skills. On the right side of the table, you will see specific skills that can transfer from one job to another. For example, a person who is helpful as a customer sales representative may also be helpful while working in a hospital. Additionally, if the same sales representative was good at giving public speeches, the sales representative may also make a great trainer for a human resource department.

Slide 23

Organizing the Job Seeker's Effort

- Job specific skills are also critical
 - The employer will specify the skills required
 - Minimum requirements
 - Job duties
 - The job seeker customer must meet these minimum requirements



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.

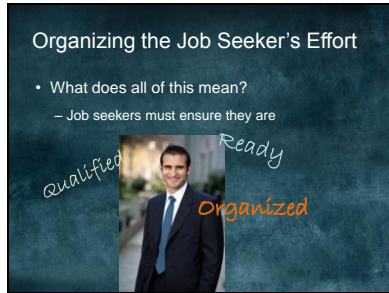
Slide 24

Organizing the Job Seeker's Effort

- What if the employer does not require specific education levels, certifications, skills or work history?
 - Some employers will have preferences to hire customers with specific education levels, certifications, skills, or work history
 - If the job seeker meets minimum requirements and is interested in the job, the job seeker can apply for the job and "sell" his/her talents in the cover letter, application/résumé

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 that he or she is open to new learning opportunities.

Slide 25



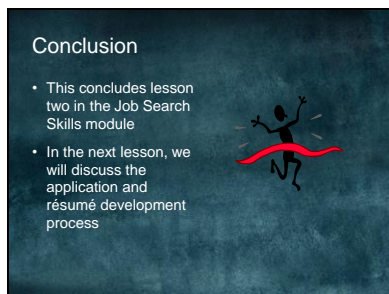
So, what does all of this mean? Before job seekers apply for a job, they must ensure they are qualified for the job, ready to go to work for the employer, and ready to meet the demands of the job. Job seekers must also keep up with each application filed or résumé submitted to monitor their next steps and ensure they do not apply for the same job multiple times.

Slide 26



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.

Slide 27



This concludes lesson two in the Job Search Skills module. In the next lesson, we will discuss how to help our job seekers get recognized through their written materials, such as job seekers' applications and résumés.