Job Search Strategies 2013

A Systematic Process the Works

Presentation by

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Overview

• Introduction

• **Career Transition - Success Strategies**
  A systematic **Process** for Uncovering opportunities outside of academia
  – Assessment
  – Career Options & Exploration
  – Resume & Marketing Materials
  – Self-marketing Techniques
  – Networking and Contact Development
  – Interviewing and Negotiating
  – Managing Your Career

• Summary – Q & A
How Professionals Find New Career Opportunities

Hidden Job Market vs. Published Job Market

Contact Development/Networking
- Existing but Unpublished Jobs
- Potential Jobs
- Problems, Needs

Ads, Internet

Agencies, search firms

Other Published Info

Your Best Opportunity Here!

Your Strongest Job Competition Here

THE SECRET TO A SUCCESSFUL MARKET CAMPAIGN LIES IN THE SYSTEMATIC AND CONCURRENT USE OF ALL THE ABOVE JOB MARKET RESOURCES.
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Career Assessment

See handout chart on the Process:

“Conducting a Successful Job Search – Grad Students”

– Assessment: trends and patterns in your personal and work or student history.

– Clarify work and life priorities for work/life balance; Identify values, interests, motivators, preferences.

– Identify transferable skills, knowledge and abilities (See Brooks article: Career Transitions for Grad Students - 10 Tips for switching to a new career field)
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Career Assessment

- Identify transferable skills, knowledge and abilities
  - **PhD Transferable Skills:** Analysis & Problem-Solving; Management & Organization of Projects; Leadership & Interpersonal Skills; Research & Information Management; Initiative, Self-Management & Work Ethic; Written & Oral Communication

- Analyze your accomplishments. Use C-A-R exercise (Challenge - Actions – Results) Write out. What skills were you drawing on to make each happen?

- Entrepreneurial Assessment, if considering this option
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Career Options and Exploration

– Should be based on your Career Assessment and the realities of the marketplace.
– Sometimes it’s a multi-pronged exploration: Search for job in several sectors; Exploration of Entrepreneurial options
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Resume and Marketing Materials

– Prepare a strong, professional **resume** including accomplishments and examples. Start with branded Profile/Summary at top. 2-pages (+addenda)

– **Verbal** talking points: Prepare a “2-Minute Drill” - an effective personal ‘commercial’ (See Networking)

– Develop a Marketing Plan and/or “**Networking Brief**”

– Use **Weekly Action Plan**. Develop a spreadsheet, or system to track progress and to follow-up (handout)
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Self Marketing Techniques

- **Research** - researching the current job market, and job and career change methods.
- **Online resources** – research, sites in your field, niche job boards, career tools
- **LinkedIn** is essential. Key words, headline, portfolio, Groups, companies (See handout)
- Facebook, twitter, to reach personal network, follow
- **Answering Postings/Ads** – in print and online.
Self Marketing Techniques

- **Unique Cover Letter** via Email matching you to job
- **Recruiters** - they work for organization, NOT the candidate
- **Marketing Plan**: A pragmatic, personalized marketing strategy for achieving identified career objectives.
- **Keeping Motivated**: Ongoing strategy development, structure, troubleshooting and motivation. Use “Weekly Action Plan” or similar tool to plan and be accountable for your job search activity.
Networking & Contact Development
(Over 2/3 of opportunities involve developing new contacts)

- Networking and Contact Development –
  Effectively use this important process! Tap into your contacts and work to expand your network base significantly. Tell everyone you are exploring.

- Identify networking resources: associations, societies, conferences, organizations, sources of information and contacts. On campus career experts, WAA and other Alumni groups.

- Volunteer to help in professional or community organizations. Leads to ideas, information, contacts – and satisfaction!
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Networking/ Informational Conversations/Brainstorming

The “2-Minute Drill” – for Graduate Students

Introduction
I am a Ph.D. candidate at the UW-Madison – (College of…/Department of..) I’m currently exploring opportunities related to my skills & interests. **Take the pressure off:** “I don’t expect you know of an opening, but I appreciate the chance to chat and brainstorm.”

Let me share a brief overview of my background…

My Background
My studies have included (area of study/ coursework, etc):
Some interesting projects or academic activities have included:
I have also been involved with: (organizations, positions held):
(continued) The “Two-Minute Drill”

I’ve been pleased to have been able to: (describe responsibilities/ accomplishments/ transferable skills & abilities - name any leadership roles, achievements)

Other (work/internship/volunteer leadership/ field study experience) I have had during my university years have included:

What I am exploring…
Again, currently, I’m exploring…
What would be your advice? Who else could I talk with to do some brainstorming?
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Interviewing and Negotiation

- **Interview skills**: Prepare for typical and tough questions. Self presentation in the interview.
- Anticipate and prepare for “Behavioral Interviewing” situations. (C-A-R exercise helps)
- **Practice** with mock interviews. Debrief following interviews. Follow up after interview.
- Delay salary discussion. Don’t be 1st with $ range.
- Review and **evaluate all aspects** of a job offer.
- **Negotiate** duties, responsibilities, expectations, compensation, and benefits. Improve on the original offer.
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Managing Your Career

It’s important to…

– Get a **strong start** in the new position (First 90 days)
– **Maintain and expand** your personal and professional network
– Will likely **change** positions 10+ times – internal & external - some by choice; some because of business, leadership or organizational changes
– Keep **resume** current
– Continue **professional development** and learning
Thank you!

Comments
Q & A

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