

Searching for Employment and Preparing Employment Messages



The Changing Workplace

How Often People Look for Work

Where People Find Work

The Type of People Who Find Work

What Can You Offer?

- **Personal achievements**
- **Educational preparation**
- **Work experience**
- **Skills**
- **Extracurricular activities**
- **Personal characteristics**



What Do You Want To Do?

Type of Occupation	Nature of the Job	Specific Compensation
General Career Goals	Size of Company	Type of Operation
Location	Facilities	Corporate Culture

Building Your Career



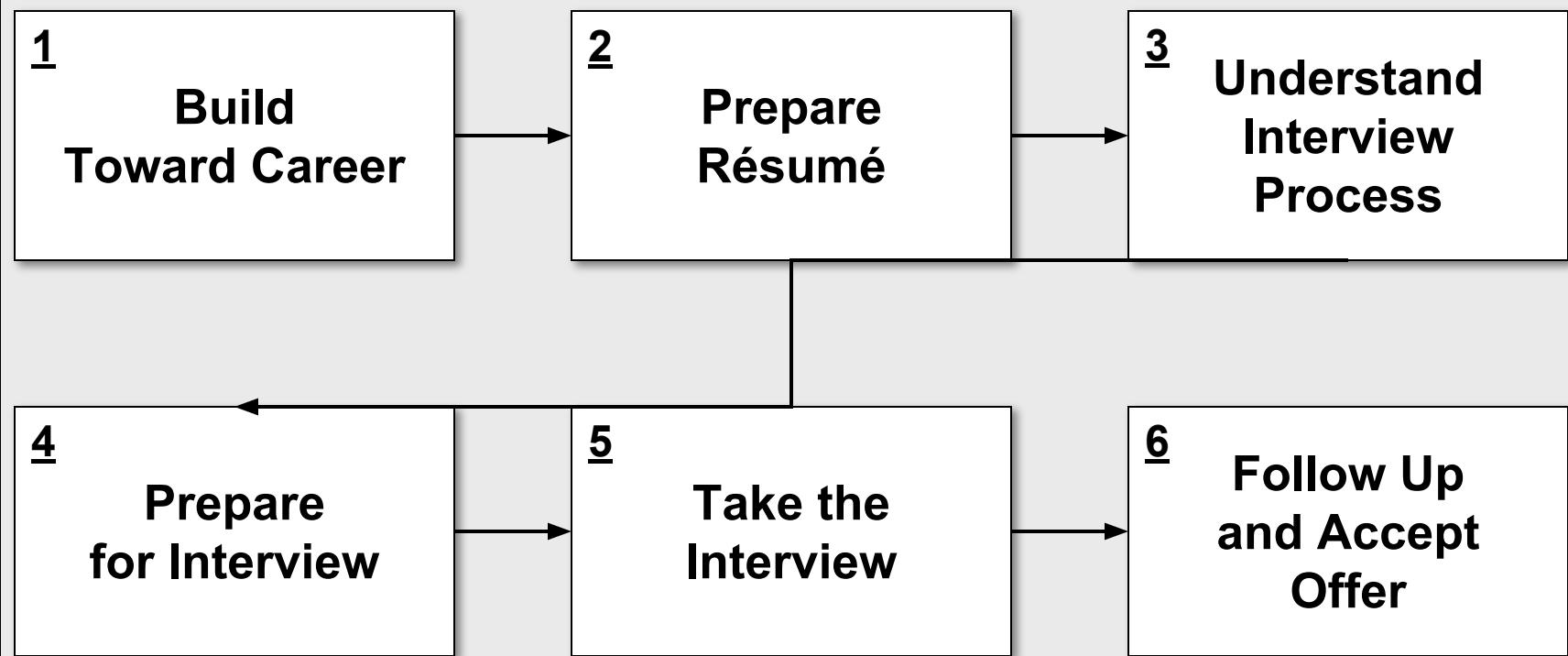
Employment Portfolio

Interim Assignments

Workplace Skills, Networking

Life-Long Learning

The Employment Search



Organize Your Approach

- Monitor business and financial news
- Research specific companies
- Look for job openings
- Respond to job openings
- Build a network
- Seek career counseling

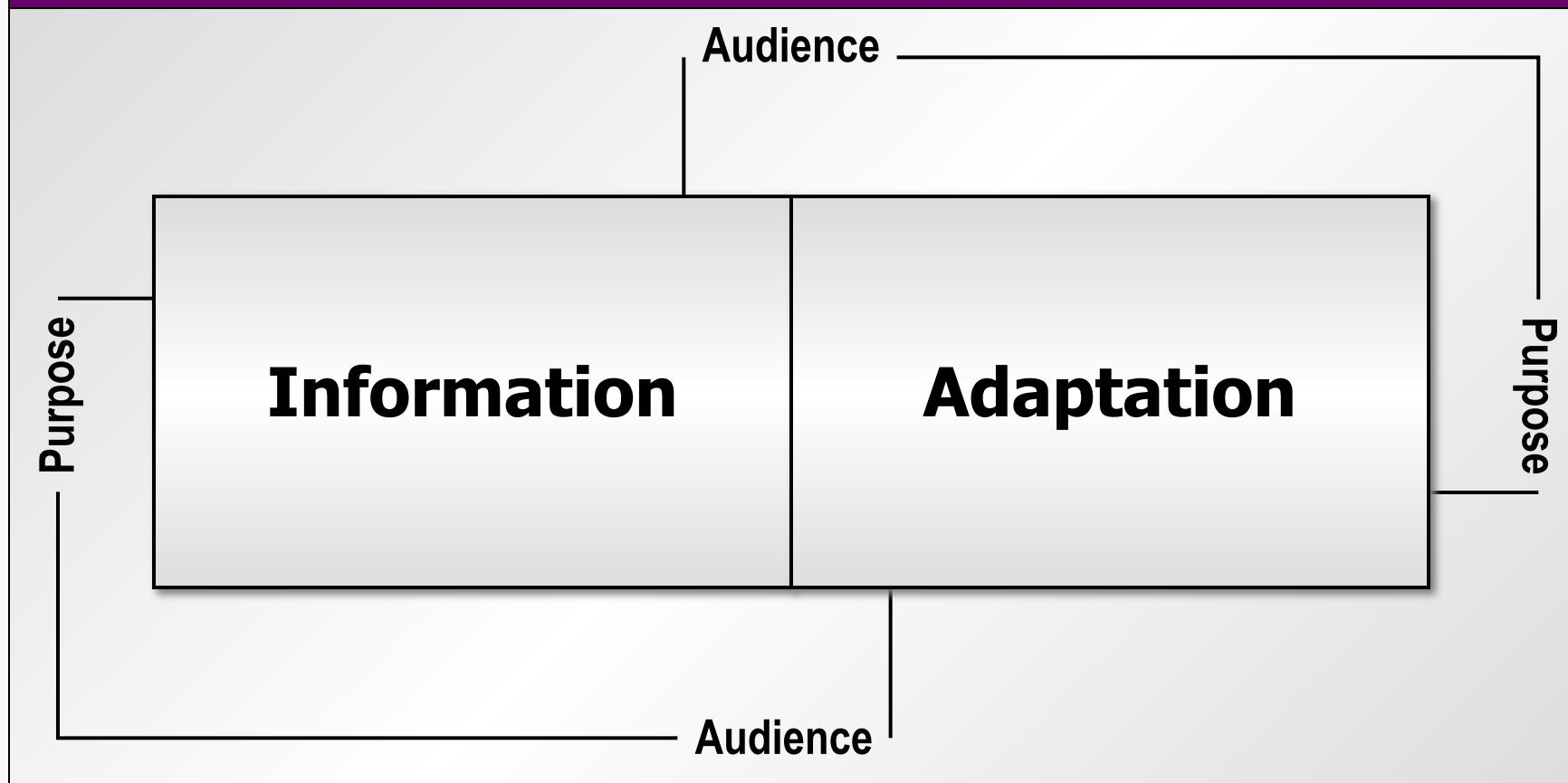
Three-Step Résumé Process

Planning

Writing

Completi
ng

Planning Your Résumé

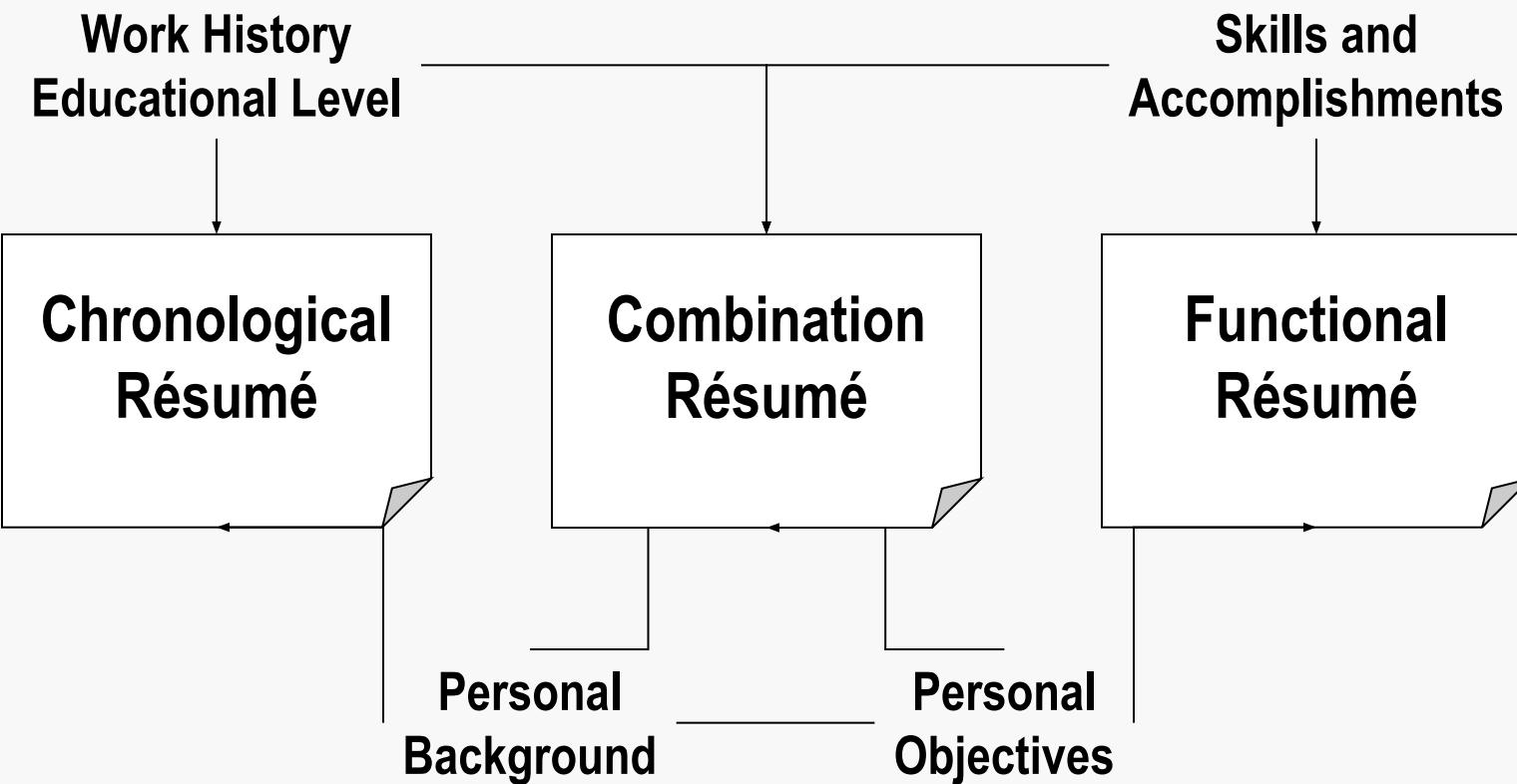


What Employers Seek

- Results orientation
- Workplace achievements
- Versatility
- Signs of progress
- Standards of excellence
- *Flexibility*
- Communication skills



Organizing Résumés



Résumé Components

Contact
Information

Career Objective
or Summary

Academic
Credentials

Employment
History

Activities and
Achievements

Relevant
Personal Data

Avoid Résumé Deception

- Overstating educational credits
- Inflating grade-point average
- Hiding gaps in work record
- Covering periods of unemployment
- Omitting embarrassing jobs
- Exaggerating expertise or experience

Common Résumé Problems

- | | |
|---|--|
| <ul style="list-style-type: none">● Inappropriate length● Hard to read● Wordy● Too slick● Poorly reproduced/ Printed | <ul style="list-style-type: none">● Amateurish● Boastful● Dishonest● Gimmicky● Carelessly written |
|---|--|

Traditional Résumés

**Clean
Typeface**

**High-Grade
Paper**

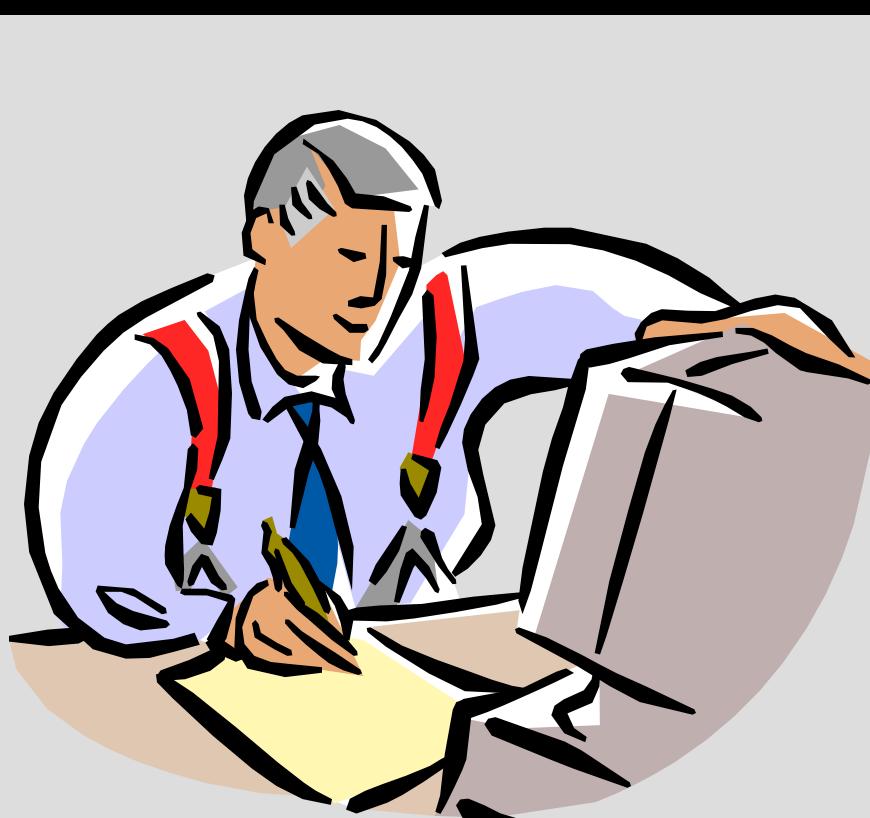
**Ample
Margins**

**Laser
Quality**

**Appropriate
Length**

**Professional
Design**

Résumé Formats



Printed

ASCII-Text

HTML-Coded

Scannable Résumés



ASCII Format

Document Design

Keywords

Buzzwords/Jargon

Submitting Scannable Résumés



**Postal
Mail**

**E-mail
or Online**

**Fax
Machine**

Submitting On-Line Résumés

**Personal
Websites**

**Index
Services**

**Personal
Information**

References

**Employment
Information**

**ASCII
Version**

Proofread Your Résumé

**Mechanics
and Details**

**Current
Information**

Writing Application Letters

Be Specific

**Include
Salary**

**Keep E-mail
Short**

**Aim for
High Quality**

Types of Application Letters



Cultural Considerations



**The Right Style
and Approach**

**Proper Tone
and Format**

Other Employment Messages

**Job-Inquiry
Letters**

**Application
Follow-Ups**