

# 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?

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

# Building Your Career



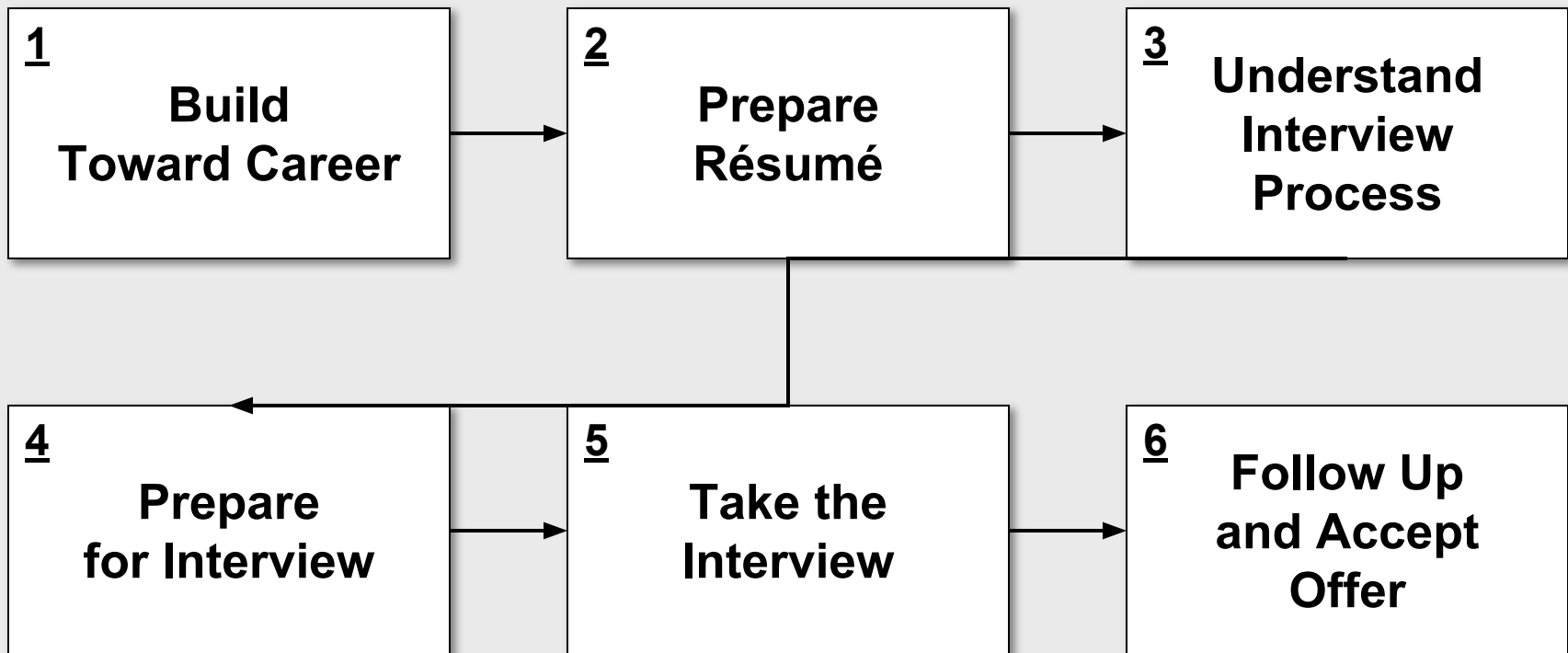
**Employment Portfolio**

**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



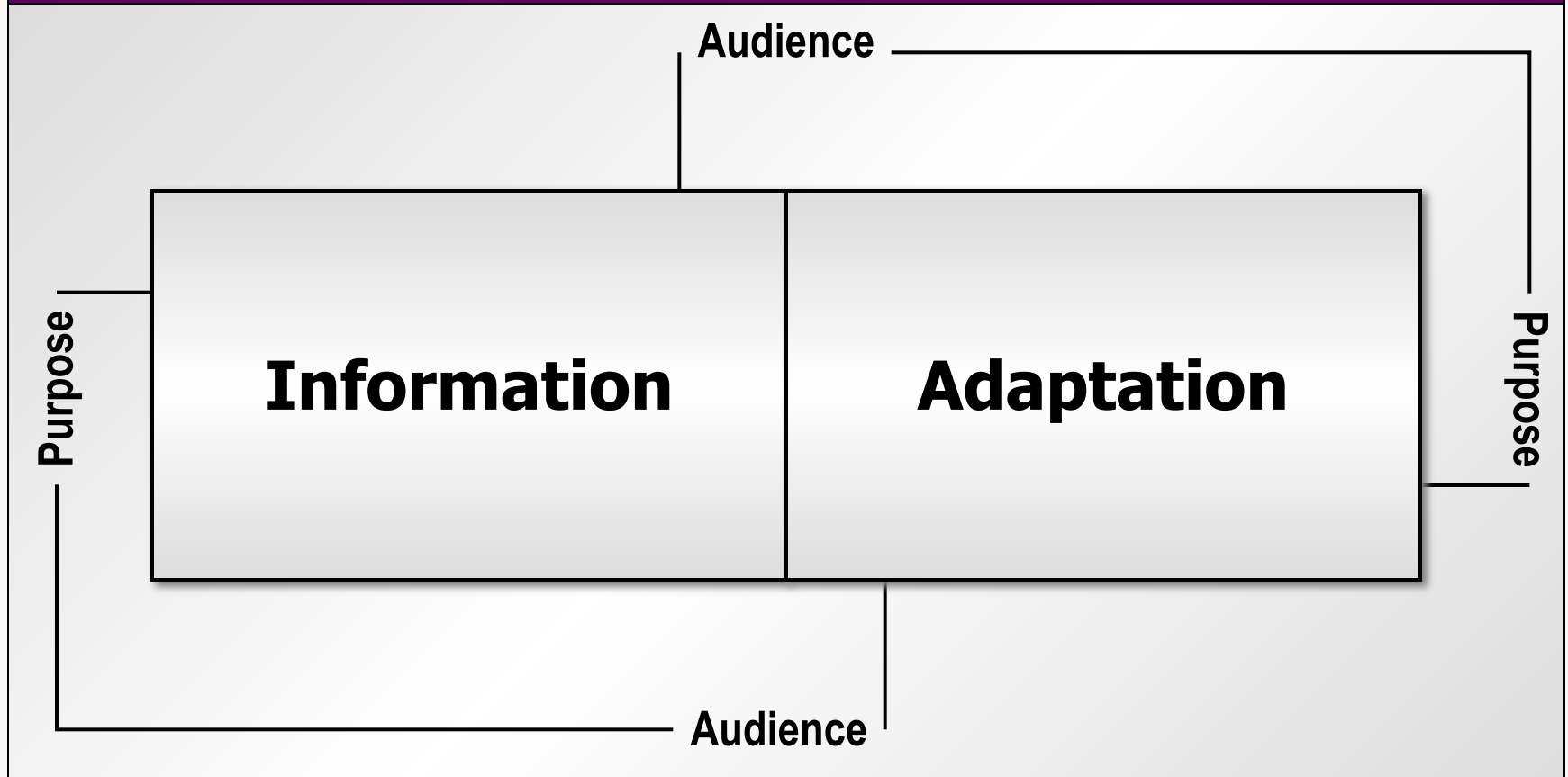
**Planning**

**Writing**

**Completi  
ng**

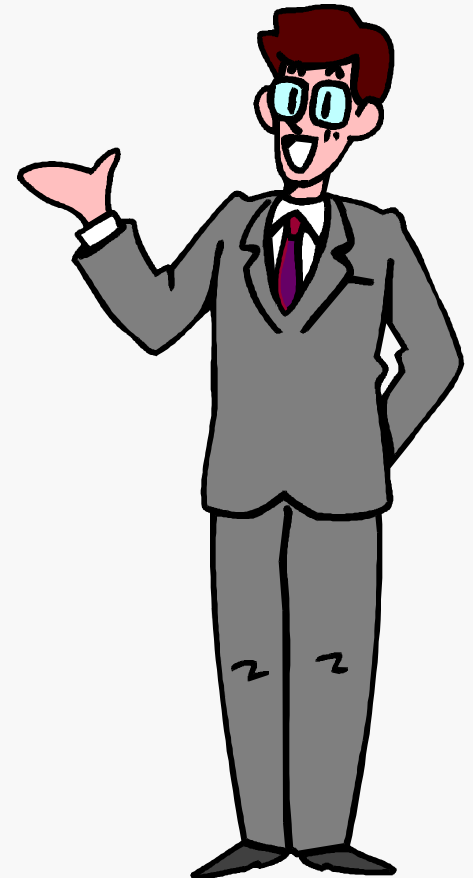


# Planning Your Résumé

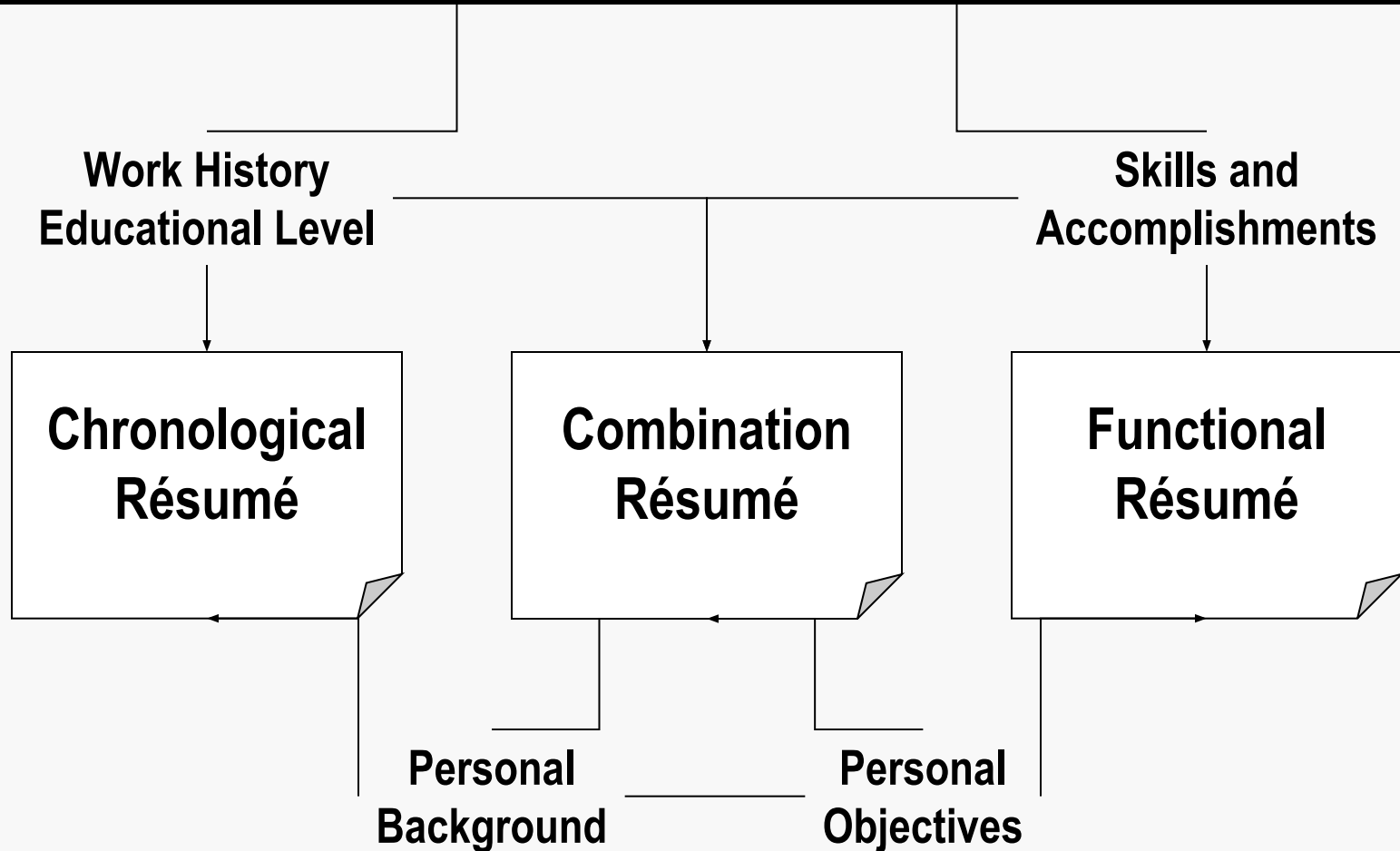


# What Employers Seek

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

# 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**

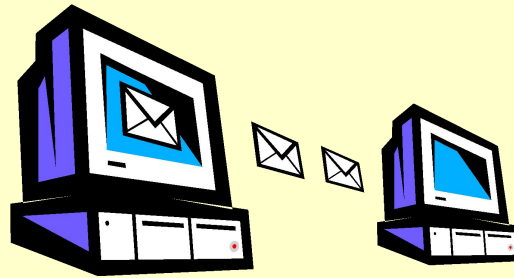
**Keywords**

**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**