

DETERMINE IF YOU NEED NEW JOB TARGETS

If you are not obtaining results from your job search, you may need to identify other options and job targets.

During this webinar we will address:

- How to determine if it's your targets or you
- Skills you possess that are most transferable to other careers
- The best way to position yourself to a new target

How To Determine If It's Your Targets Or You

It is important to evaluate your search efforts in a particular target before you walk away and determine that your job target is dead. Answer the following questions:

- Do you spend more than 50% of your time answering job postings on the internet?
- Do you think Job Clubs or Job Fairs are a waste of time?
- Do you only apply online vs sending your resume to a hiring authority?
- Are you spending less than 20 hours a week on your job search?
- Is your network about the same size as it was when your search began?

If you answered "yes" to any of those questions, it could be you and not your target that has stalled your ability to obtain results from your efforts. If you answered "no" to these five questions, chances are it is time for you to identify a new target for your search.

1. Job postings are the hardest way to find a job, provide the highest level of competition and take the longest time
2. Most online resumes submitted are screened out by automated systems
3. If you are not working, your job search efforts should take 35 hours or more weekly
4. Job Clubs and Job Fairs can provide great job leads
5. Networking is the number one way to find a job in this competitive job market

Skills You Possess That Are Most Transferable To Other Careers

An important part of what makes you different and marketable is your brand and your skills.

Identifying them is challenging, because we take what we do for granted. Of the various types of skills we have, our transferable skills which we can use across different fields and jobs are the most difficult to identify. That's because they aren't as obvious as your more specific job related skills.

The following is a small example of transferable skills in four categories:

- Communication
 - Writing, speaking, listening, using communication tools like email appropriately
- Critical Thinking
 - Analysis, problem-solving, strategic planning, decision-making

- Self-management
 - Good time manager, organized, motivated, responsible, reliable
- Interpersonal
 - Understanding, diplomatic, discreet, supportive, assertive

The Best Way To Position Yourself To A New Target

Stand back and review your skills

Make a list of your strongest skills that you have developed at work, at home or in volunteer situations. Review your resume and past job description to create your list. You can obtain input from past coworkers or individuals who are aware of your abilities.

Rank the skills you enjoy most

Number the skills you've listed starting with number 1, which should be what you enjoy most.

Identify job titles that are related to other jobs you have held. Conduct informational interviews to reality test the new job targets

Informational interviews provide a quick reality check as to whether a job could be a good fit for you. They help you learn which skills and experiences are most valuable in this new field or profession and can help you build a network of people in your new target.

Identify fast growing occupations and industries

The US Bureau of Labor Statistics provides a wealth of information regarding Occupational Employment Statistics. The Bureau of Labor Statistics provides employment stats for recent years and provides projections for the future.

The power of the right information

In order to conduct a successful job search you need to have the right information about yourself (what are your most marketable skills that you can prove to an employer with compelling examples) and the right information about the world of work (the job targets that fit you best and the industries that are growing).

The right information on new targets combined with your effective job search strategies is the winning combination.