

JOB SEARCHING SKILLS.

1: BEGIN WITH CHARACTER AND INTEGRITY.

You can consider the following list, to get you started.

1. **Your I.E.I Quotient.** Whenever possible, indicate on your CV that you hold three vitally important characteristics: **Intelligence, Energy and Integrity**. Employers seek these in every applicant. These three qualities show hire-ability. Simply add an instance which demonstrates your I.E.I under your most recent job or project -- this could even be a school-based project for new jobseekers and recent graduates.

2. **An LOR.** Include a **Letter of Recommendation** with your cover letter from a previous colleague or supervisor that simply attests to your possession of the above three qualities. Should a previous employer indicate they would hire you again, if given the opportunity? All the better.

3. **Establish Your Interest.** If you are invited in for an on-site, face-to-face interview, prove your intelligence and interest with a strong understanding of the position you are interviewed for and the company, itself. Do the online research necessary, make some calls to contacts or past employees who may have valuable insight or could directly refer you.

4. **CV Review.** Please have your CV reviewed by a recruiter and several friends who will give you the critical feedback you need -- maybe there is something key missing or misrepresented that you are just too close to see.

5. **Make CV stand out.** This you should know: A good recruiter will be able to ascertain within the first **10-15 seconds** of opening your CV or application whether or

not you will even get a call or second look. Make something stand out at the top of the CV or within the first paragraph of your cover letter.

6. **Avoid Buzz Words.** Be very careful when using buzz words of the day -- thought leader, expert, guru, etc. -- these are an instant turn-off to most recruiters and most recruiters will stop reading and immediately dismiss your application/ CV.

7. **Take the First One.** When offered a selection of interview time slots, do anything necessary (re-arrange your life, if you have to) to take the first interview (phone or face-to-face) time offered -- Now, early in the process, is the time to show interest in the position and company.

8. **ASK Questions.** Too many candidates are not prepared to ask questions, show your interest in the prospect company and the people who work there by asking relevant Questions.

9. **Do NOT go around the Recruiter or Hiring Manager.** This is most often a bridge-burning tactic and exceedingly undesirable. If the company advertises online and has an online application process, a recruiter will not appreciate a CV being sent to the CEO or a CV and cover letter being hand-delivered, it is now a digital world and depending on the job, paper is most likely out.

10. **Online Profiles.** Make sure every online profile or searchable social network testifies to your desirable qualities. Nowadays, most recruiters will Google your name before they even pick up the phone to call you. If you do not have a LinkedIn profile, get one. This is a great place to show these qualities, get recommendations -- even from past teachers or colleagues. Be proactive when it comes to your online presence - not passive. Passive doesn't pay.

11. **Employee Referral.** If at all possible, get a referral from a current employee of the company where you are applying. This is still the best way to get into an organization. Sometimes, it really is about who you know.

12. **Ethics.** Simply, be ethical in all you do. Conduct yourself the way you truly think you should. Act according to the dictates of your heart, your own personal standards. Think outside of that box, and act according to the dictates of what YOU would expect if YOU were the senior hiring authority. If you wouldn't hire yourself, why should anyone else?

13. **Be Qualified.** Recruiters and Hiring Managers are overwhelmed with CVs and applications right now. Be qualified.

When just getting past the front door is so very difficult, why not do all you can to stand out among the masses who apply for job openings? It isn't always easy to know what to do or how to act. The best advice has always been to follow your gut. It seems to have done all right by me. Perhaps it will even work for you.

2: HOW TO KICK START YOUR JOB SEARCH.

Whether you feel stuck in your current position, you were a recent casualty of a company layoff, or are about to embark on your professional life after graduation, looking for a job can be overwhelming. Between C.Vs and cover letters, job boards and social media, it's hard to know where to start—and even harder to get motivated to do much more than sit at your desk or at home and daydream about a new job.

So to kick off your search on the right foot, it's important to put the right strategy behind it—by clarifying what you want, figuring out the best way to go after that, and of course, finding ways to stay motivated along the way.

To start with, follow these five steps, and you'll find that the job search doesn't have to be as daunting as you think.

1. Wipe the Slate Clean; be sure what you want.

To help you clarify your goals and get energized for your upcoming search, start by assessing what you're looking for and why you want to do that type of work.

For instance, maybe you're frustrated in your current sales career because you've realized you don't enjoy the constant interaction with potential clients. As you look for a new role, it's important that you don't go from the frying pan to the fire by taking another customer-facing position. Instead, figure out what you do enjoy and what will be a good fit with your interests, experiences, and personality.

After you identify your ideal job, there are several other factors to consider:

- What size and type of company is appealing to you?
- What kind of people, environment, workload, and salary are you aiming for?
- Are you looking for a foot in the door of a new industry, or are you looking for a comparable role in a similar company, but with a different culture? This may sound basic, but it's something that people often overlook when they're stressed about their job hunt.

Once you figure out exactly what you want and why, you'll have the motivation and confidence you need to plow ahead. And as a bonus, whenever you network or interview, you'll come across as an even stronger candidate because you'll be able to articulate exactly why you're perfect for the position.

2. Redefine Networking.

As you dive into your search, you'll be spending a lot of time tailoring your CV and writing cover letters. But keep in mind that human beings hire human beings. So, instead of solely submitting CVs to the online abyss, create and take advantage of opportunities to meet as many people as possible, both in your field and out.

Start with the basics: professional associations, conferences, and industry hang-outs. But think outside the box, too, and look at any social opportunity—parties, coffee shops,

kids' soccer games, volunteering—as a chance to network. By simply striking up conversations, you'll help your new contacts get to know you, what you're good at, and what you're looking for. (And because you did step #1, you'll be able to articulate this clearly and enthusiastically, which will make it easier for them to introduce you to the right people!)

Over time, you'll hopefully have at least a few contacts in the companies you want to apply to. And when you do, you'll be able to send your application materials to an actual person, who will be able to put a face to a name and know exactly who you are—and why you're perfect for the job.

3. Optimize Your Best Hours.

Conventional wisdom says that looking for a job is a full-time job—but I beg to differ. It's unrealistic to think you can spend all day searching for listings and submitting C.Vs without getting burnt out pretty quickly. (This is especially true if you're currently employed and can't dedicate a full eight hours per day to your hunt.) The key is to hone in on your search when you're at your best and won't be interrupted—and make the most of that time.

In fact, four super-charged hours can be far more productive than eight, if you spend them the right way. Use your lower energy times to research companies, organize and update your application materials, and prepare for interviews. Then, take advantage of the times when you're most alert to network and make follow-up calls. When you have high energy, you'll feel more confident and have a positive attitude—and that will come across in all your interactions.

4. Take care of yourself.

The time you spend job searching is important—but your downtime matters, too. The healthier and better-rounded you are, the better you'll come across to contacts and potential employers. So, as you start on your job-hunting journey, make sure to take care of yourself mentally, physically, and emotionally, too.

Start by creating positive routines—like exercising, preparing healthy meals, and spending time with friends and family. You can also take advantage of your extra time to gain new skills or pick up new hobbies: Learn how to cook, take a knitting class, join a tennis club, work on your garden, volunteer, and have fun! (And forget the guilt—these activities are all potential networking opportunities, too!)

By making the most of your downtime, you'll be more balanced, energized, relaxed, and confident—and your new skills and hobbies will enhance your CV and can be a great conversation starter in an interview to boot!

5. Go for the Gold.

And finally, it's important to approach your job search with enthusiasm, even after you've written your 25th cover letter. So, try using unconventional ways to get excited about it. Take a cue from Olympic athletes—who often picture scoring a perfect 10 before their performance—and visualize landing your ideal job. Yes, really—close your eyes and try to feel what it would be like walking around the company you would like to work for.

And beyond just thinking about it, make your dream a part of your daily life: Put up posters that display the logo of the company you want to work for, dress for the job you want, and eat lunch or meet for coffee near your target company. Getting into this mindset will help motivate you to do whatever it takes to actually become part of that world.

Starting a new job search can certainly be intimidating, but it doesn't have to be a drag, as long as you have the right attitude, a firm idea of what you want, and a whole lot of perseverance. Most importantly, trust the process, be patient, and remember that the perfect opportunity will present itself when the time is right—and you will be more than ready to take advantage of it.

3: TIPS WHEN SEARCHING FOR A JOB.

1. **Talk to your friends, ex-colleagues, and previous bosses.** Most job opportunities will come through your extended network of colleagues. That's why it's so important to nurture your networks all the time, not just when you need it.

Once you've decided to make a change, write down all the people you know and contact them. Let them know you're open to exploring new opportunities, what you would be interested in hearing about, and how they can help—without sounding like you're begging.

2. **Make a list of your top 10 companies.** First, sit down and decide what type of opportunity you're looking for. Then draw up a list of companies where you'd like to work. If you're considering relocating, make two lists: one for local companies and one for companies based elsewhere.

3. **Check LinkedIn and other social media platforms for people with similar background for the types of job you want.** This will give you a sense for the background and experience your target companies look for in new hires and how to position yourself.

LinkedIn's Companies feature is an interesting tool to research companies on your target list. You can check out statistics on the employees at the company such as charts that show job functions, years of work experience, degree type, and universities attended by the company employee population. You can also see which companies those employees used to work for or leave to work for, which helps you discover other companies with similar interests.

4. **Subscribe to e-mail alerts or RSS feeds on both major and niche job sites.**

Although job opportunities are likely to come through your personal network, some people do find jobs through job boards. Don't ignore them—but don't depend on them either. An easy way to keep up with new postings is to subscribe to RSS feeds or e-mail alerts on the job boards that suit you.

5. **Check your profiles online.** Update all of your social network profiles. Updating your LinkedIn and Facebook profiles will show the people in your network that you actively participate online, which means you'll be in the forefront of their minds. Make sure your LinkedIn profile in particular is complete so prospective employers can find you easily.
6. **Research and contact recruiters in your field.** Again, it's most helpful to build these relationships before you need them, but now is better than never. Find out which recruiting firms work in your field and make those contacts. Even if the recruiter doesn't have an opportunity that's an exact fit at that moment, just letting them know you're open to hearing about new opportunities keeps you on their radar. Check in occasionally.
7. **Stay organized.** Keep a spreadsheet to track your applications. A disorganized job search can make job searching more difficult and more frustrating than necessary. Keep a log of each application, date, contact, and progress. You don't want to apply to the same position multiple times, and you'll want to refer back to it for follow up. If you get a request for an interview, the company is going to expect you know which position they're calling about when you answer the phone.
8. **Check your personality.** Job seekers today must have a great deal of skill coupled with an excellent personality. People hire people. Think of yourself sitting with your family at a get-together. People are smiling, positive, and willing to talk to you. That is how you have to appear to the hiring team -- be someone that others want to be around. Listen to others before talking about yourself, and if you are asked a question, be brief, get to the core of the question, and speak very little about yourself.
9. **Check your image.** In most cases, you will be interviewed by three or more people. Do not show up with a glamour shot, but look your best -- dress for success. A navy blue suit with a white shirt is always a safe choice. Make sure your shoes are polished; if you wear jewelry, make sure it's not too flashy. Hiring managers look for clean-cut, professional candidates with high self-esteem and self-efficacy. You get only one chance for a first impression, and each person you speak with, even in the elevator, could be the key to your success, so be ready.

10. **Prepare yourself.** Be prepared and confident so that you will be able to get in, break in and fit in. In order to get in to the company or position you desire, you must separate yourself from others and stand out -- and be able to show this in an interview. Breaking in includes matching your skills to the job. Let the interviewer know that you did your research to identify how your skills are perfect for the job. Fitting in involves being a team player, socializing, and navigating the office culture.
11. **Know your own history.** Be prepared to talk about yourself in a positive way. Have past positions in mind that you can refer to, and prepare a list of people you can mention as having had an effect on you or who taught you something. Have ready a short story that highlights how you motivated others to accomplish a task or led a group of people to accomplish their goals.
12. **Ask for the job.** You cannot ask for the job after the interview -- the interview is your chance to ask for the job. Let the hiring manager know that you are ready to join the team. Asking for the job is important because it shows that you are assertive. A savvy job candidate must determine the needs and preferences of the company, and mastering self-motivation can help identify key selling points that set you apart from your competitors. This holds true for almost any worker at any job, no matter what point you are at in your career.