

correlation.:one  
TECH FOR JOBS



# SESSION GOALS

**By the end of this session, you will be able to:**

- Make your job search journey more focused and productive
- Spot top common *make it or break it* behaviors
- Engage your Career Success Coach (CSC) in your job hunt



**It's not just our context.**  
Job search is tough in most markets, with additional location-specific challenges



**Difficult turns will arise.**  
Emotions can be your biggest advantage or weakness- and they show

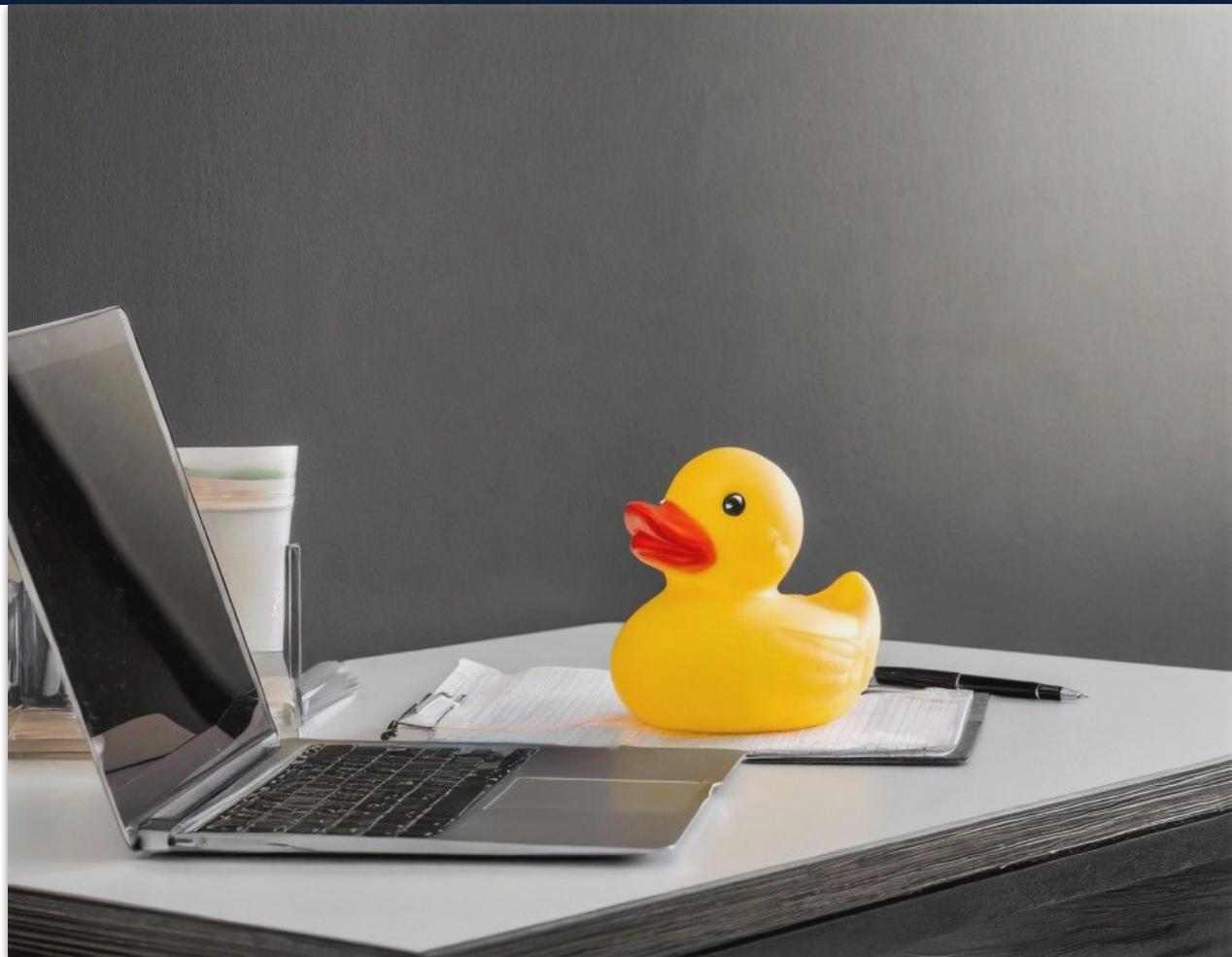


**Trust and own the process.**  
Getting unstuck is the main task of every job seeker, and we will discuss how

# Job search is a full-time job, but it's also a game.

*“Behave **like** a  
**duck**—keep calm and  
serene on the surface,  
but **paddle** like crazy  
underneath.”*

- Attributed to various authors



# Job Seeker Types



## The Passive Job Seeker

### *The Wait and See*



## The Active Job Seeker

### *The Strategic Planner*

<b>Behavior:</b>	Occasionally looks at job posts but never applies
<b>Attitude:</b>	<i>"If something great comes along, I might consider it"</i>
<b>Result:</b>	Letting CV get outdated
<b>Best for:</b>	Misses many opportunities  People happy in their current role

Plans job search like a project
<i>"I'm ready for my next career move"</i>
Appearing too eager
Gets targeted, relevant opportunities
Career advancement seekers



## The Monitoring Job Seeker *The Watchful Eye*

Behavior:	Regularly checks specific roles or companies
Attitude:	<i>"I'm waiting for the perfect role"</i>
Result:	Being too picky May find ideal matches but takes longer
Best for:	Specialists with specific career goals



## The Seeking Job Seeker *The Mass Applicant*

Applies to everything possible
<i>"Any new job is a good job"</i>
Quantity over quality approach
Many interviews but few good matches
People needing immediate change

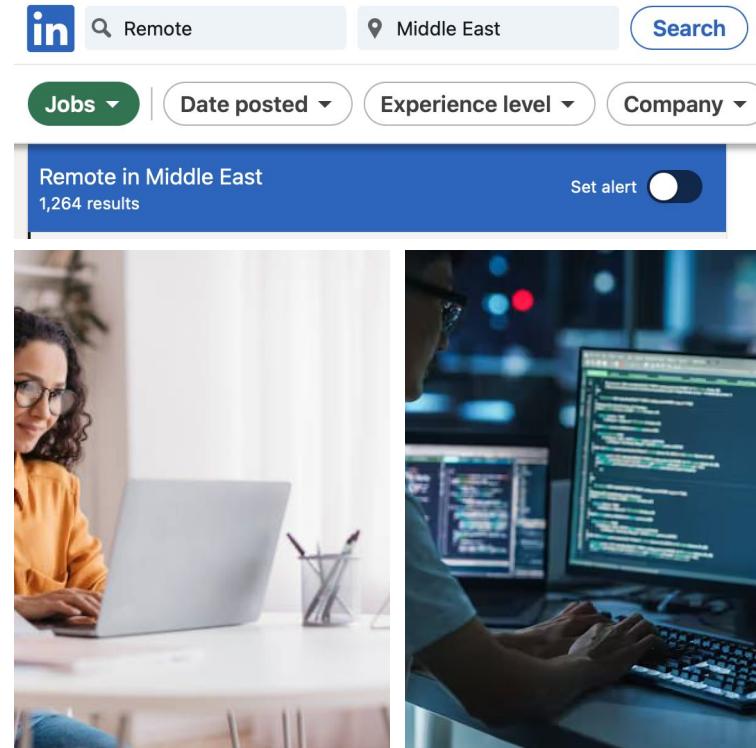
# **Searching For A Job**

## Rise in remote work opportunities

Jordan is included in the MENA, Middle East, EMEA and other filters on many leading job search portals.

## Growth in freelance/gig economy roles

Consultancies, freelance roles, task-based employment offers increased income, but also comes with a degree of instability.

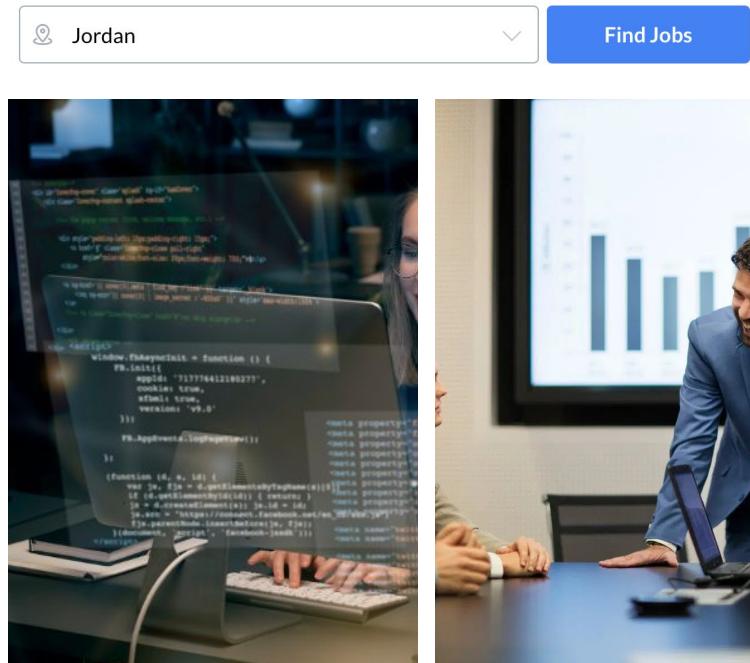


## Technical/vocational training programs

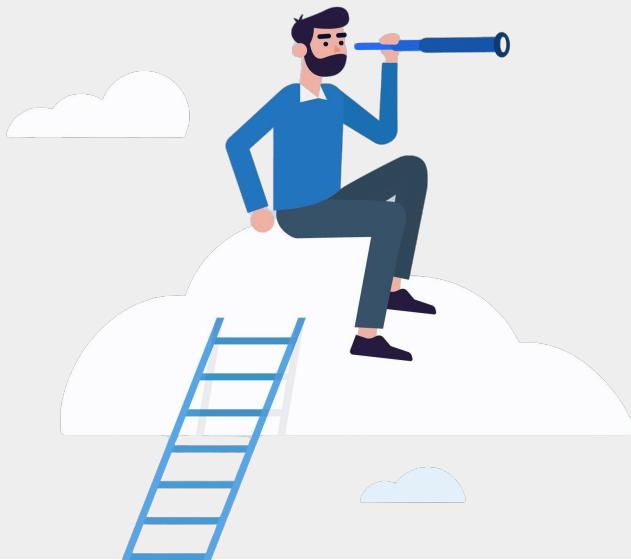
The trend to consider practical, craft and technical training to enter the job of the future, as well as careers in the automotive industry, creative domains, and hospitality.

## Entrepreneurship support schemes

At times, the right job is waiting for us to create it.



**Job search portals vary from general career sites to specialized platforms.**



**Is everything online?**  
Newspapers still list public sector positions.



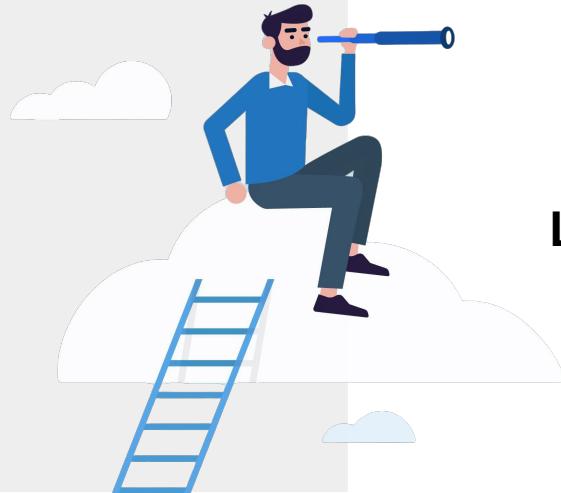
**Leading sites**



**Niche sites**

**It will be a process with ups and downs no matter how great your experience is.**

- Plan for 3-6 months of job search
- Have 2-3 cover letter versions ready
- Resist the temptation and impatience
- Take note of the deadlines, but...mind the rolling deadlines!



**Let's talk a look at a sample plan!**

# Sample Job Search Plan

## Set the tone

- Update LinkedIn profile and resume
- Create 2-3 targeted cover letter templates
- Plan social and financial activities strategically
- Set up job alerts
- Identify key contacts

## Track

- Begin targeted applications
- Request strategic LinkedIn recommendations
- Join relevant professional groups
- Track applications in spreadsheet
- Practice interviewing

## Power up

- Attend industry events/webinars
- Build portfolio/work samples
- Revise application materials based on feedback
- Consider upskilling opportunities

## Evaluate

- Reassess target roles/industries
- Consider contract/freelance work
- Adjust application materials
- Schedule regular self-care activities

Month 1

Month 2

Month 3

Month 4(+)

Break Time 😎  
Coming back in 10 minutes 💪

**Job Search *Make-Or-Break It***

## Randomness- Anything Goes

### What it looks like:

- Applying to every job post you see, and potentially even to social media posts that aren't jobs
- No research, no targeting
- "I'll figure it out if they call"
- Quantity over quality mindset
- Hope as a strategy

Wait, I don't remember even applying to this..who is this?  
Which job?

Hello, I'm calling to tell you that we've received your resume, and we would like to..



### Result:

Resume gets flagged as spam, you risk becoming "that person" in the industry, recruiters see scattered interests, and interviews expose lack of preparation. This wastes everyone's time, including yours.

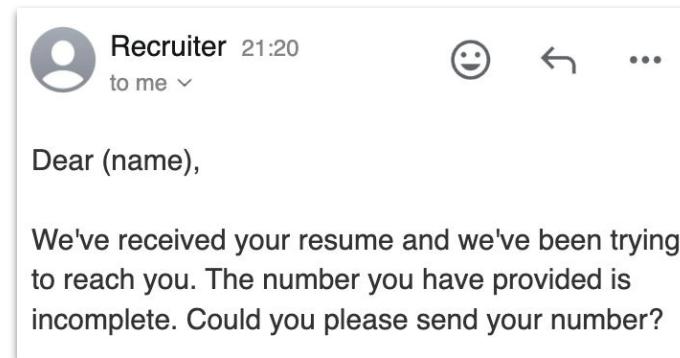
## Cover the bases

### Contact Information Errors

- Missing/incomplete phone numbers,
- Inaccessible email addresses
- Vague location information

### Content and ATS

- Misspelled company names
- Complex formatting that gets scrambled
- Graphics/tables that become unreadable



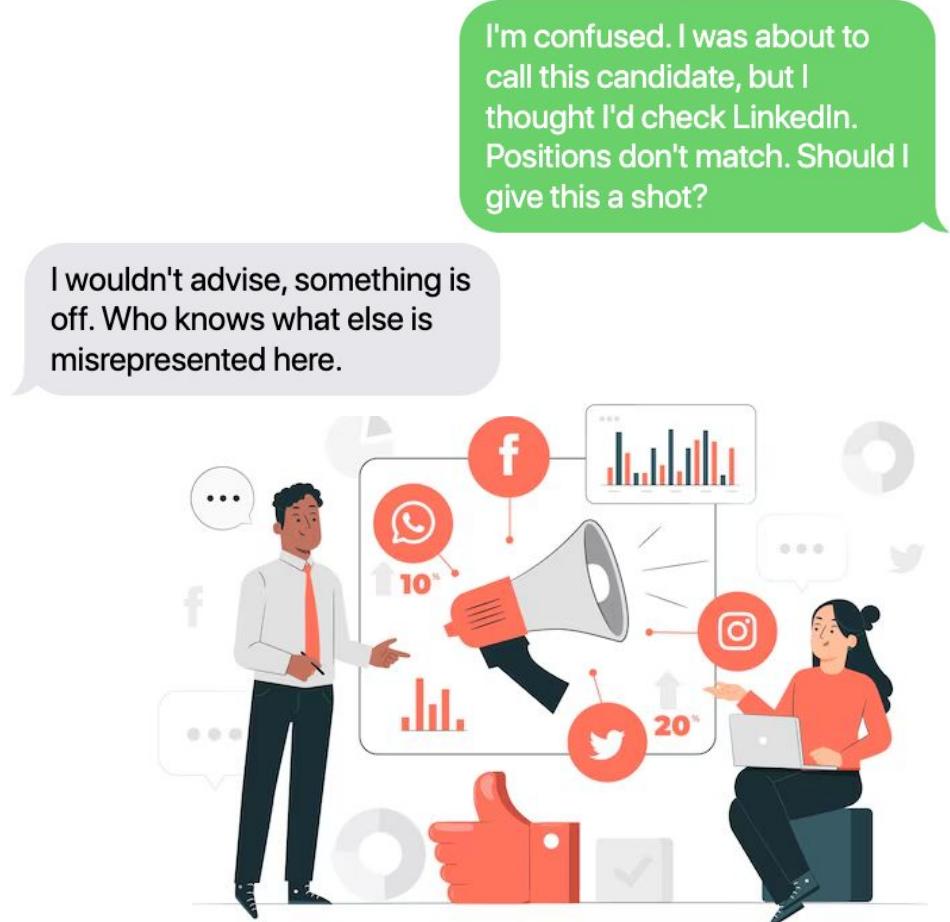
## Online presence

### Inconsistency

- Different job titles between platforms
- Mismatched employment dates
- Conflicting role descriptions

### Online Presence

- Offensive social media posts
- Public complaints about previous employers
- Inappropriate content visible to recruiters



## CONTACT INFO CHECK

Ask AI to scan for complete and professional contact details. Have it verify:

- Full phone number with country and area codes
- Professional email format and spelling
- Specific location details (city, region, country)

## ATS FORMATTING CHECK

Request AI to review resume format compatibility:

- Scan for standard fonts and layouts
- Convert complex elements to simple text
- Change tables to bullet points
- Check section headers match ATS standards
- Ensure spacing and margins are consistent



## CONSISTENCY VERIFICATION

Have AI compare resume versions by:

- Matching exact job titles across platforms
- Checking all dates align in same format
- Comparing role descriptions for conflicts
- Creating unified versions of any mismatches
- Scoring overall consistency

## ONLINE PRESENCE REVIEW

Ask AI to analyze public profiles for:

- Professional tone in posts
- References to past employers
- Content appropriateness
- Profile completeness
- Red flag language or topics



**Now, if you're feeling stuck or overwhelmed,  
remember that CSCs are here to help.**



***Have you booked  
your session?***

*CSCs are job search experts who  
can help you strategize how and  
where to search.*

**CSCs can also:**

- Help you move past rejections and stay motivated
- Work with you on tailoring your resume to jobs you are interested in, preparing for interviews, and negotiating effectively.



## What works for one job seeker might not work for another...

- Emailing and messaging recruiters- *only if done strategically, professionally and with no immediate expectations*
- Posting on social media- *is this the right platform for this post? Who is going to see?*
- Asking for recommendations and endorsements- *strategically, no hard feelings if your contact isn't comfortable*
- The Open To Work badge- *lets the news out, but potentially the spammers in too*



## What works for one job seeker might not work for another...

- Job Titles Can Vary Across Companies

*"Product Owner" or "Product Manager", "AI Project Manager" or "ML Operations Manager"*

- Capture Different Job Descriptions

*The way you describe a job might be different than the way the industry does!*

- Setting Up Alerts

*Job search portals, browser extensions...*

- Don't wait until you feel "ready" to start your search



# Women are less likely to apply for jobs unless they're 100% qualified due to the way society influences our self-perception. This must change.

**The 70% Principle:** Meeting the majority of requirements positions you as a strong candidate.

**Reality of Requirements:** Job descriptions represent an optimal scenario rather than absolute prerequisites.

**Leverage Your Advantages:** Transform "nice-to-have" qualifications into key differentiators. These additional capabilities set you apart and showcase your broader professional value proposition, including possessing skills in presentation, programming, translation and design for roles which may not require them.





## 5-Minute Challenge

- Search for your next/desired job posting
- What are the titles of this job, and which companies or organizations offer it?

**Let us know in the chat  
and through raising your  
hand on Zoom to speak!**

**05:00**

**Group Discussion**  
*What's stopping you from applying? What practical steps can you take to challenge that?*

Item	Employer name	Job title	Job description (hyperlink URL)	Application date	Application deadline	Current status	Important notes
Job 1							
Job 2							
Job 3							
Job 4							
Job 5							

## This week's assignment: The job search tracker

**Task:** Apply and document 5 job applications or career growth opportunities in a tracking sheet.



### Submission Guidelines:

- Due:** Next session (check the Training Site!)
- Format:** PDF
- Upload Location:** Training Site > Assignment tab

**Note:** Currently employed and satisfied? Focus on potential growth opportunities within your organization or industry (e.g., promotions, career advancement paths).