Job Search Strategies

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Today’s Agenda

• Learning Outcomes + Three Things
• What + Where + How
• Q&A with Harish, Godfrey, Shayna
• Seminar Style Career Conversations
• Next steps

Learning Objectives

By the end of this workshop, you will be able to...

• Identify career opportunities that match your skills, experience and interests
• Understand the components of a relationship-based job search strategy
• Begin the design of a job search strategy

Three Things

1. The Write Stuff
2. **Make** Connections
3. Get Involved

1. Perspective
“For the 21st century we need to re-embrace the realities of change, recognizing that stability and change are both integral parts of work and careers. We need to understand and capitalize on the fact that shift happens.”

- Jim Bright

### Make a Stronger Impact

<table>
<thead>
<tr>
<th>Versus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply online</td>
</tr>
</tbody>
</table>

### 2. The What
What can I do with my Graduate Degree?


"A career is not something that you put on like a coat. It is something that grows organically around you, step-by-step, choice-by-choice, and experience-by-experience. Everything adds up. No work is beneath you. Nothing is a waste of time unless you make it so."

- Wade Davis

Think outside your degree!

Degree
First Wave
Second Wave

From Academia to Industry

Handling questions of perceived:
• Over-qualification
• Overspecialization
• Theoretical vs. practical experience
• Lack of team and collaboration experience

How will you manage these conversations?

<table>
<thead>
<tr>
<th>THEY NEED...</th>
<th>I HAVE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>__________________</td>
</tr>
<tr>
<td>Expertise</td>
<td>__________________</td>
</tr>
<tr>
<td>Communication</td>
<td>__________________</td>
</tr>
<tr>
<td>Teamwork</td>
<td>__________________</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>__________________</td>
</tr>
<tr>
<td>Innovation</td>
<td>__________________</td>
</tr>
<tr>
<td>Leadership</td>
<td>__________________</td>
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</tbody>
</table>
3. The Where

Knowing Your Targets
What are some key similarities and differences between the following fields and industry?

What are organizations in these sectors?

- Business and the Private Sector
- Social Enterprise and Entrepreneurship
- Government
- The Third Sector
- Advocacy
- Higher Education

Job Posting Sites

- Roles
- Values
- Mission
- Projects

(Author's note: The image contains a list of organizations and job posting sites, which are not readable in the current format.)

(Courtesy Bogdan Suchita)
4. The How

Have a Strategy

"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.
"I don’t much care where—" said Alice.
"Then it doesn’t matter which way you go," said the Cat.

- Alice’s Adventures in Wonderland, by Lewis Carroll

Put your energy here:

How searchers look for work
80% by responding to job ads online or in newspaper
20% through network of personal & professional contacts

How employers look for workers
80% through network of personal & professional contacts
20% advertise a job opening online or in newspaper
The Hidden Job Market

Identify your network

YOU

Family

Faculty

Employers

Mentors

Friends

Community

Job Search Process

How long will you be looking? What to do?
6-12 months
Part-time work, volunteering, consulting, etc.

Typical day may look like:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Check email and respond</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Gather job postings</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Volunteer</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Write cover letters and resumes</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Play a sport/see a friend</td>
</tr>
</tbody>
</table>

Information Interview

Last 15-30 minutes
Include you and a professional
What makes an effective question?
Specific
Shows an interest in the other person
Shows that you have done research and are informed
Not just “What is in it for me?”
Drill Deeper with Questions

One
• Initial question
• What does senior-level work in this industry entail?

Two
• Follow-up question
• What are some of the challenges a person might face when they break into this industry?

Three
• Most relevant to you
• Is there anything I can do part time or as a volunteer that you think would help me get ahead?

The Write Stuff – Approach Letters

Hi Jen.

Thanks again for the phone call. Regarding the request from Ms. Penelope, below is an outline of my experience with instructional design and delivery.

Specific highlights of my skills and experience with instructional design and delivery include:

- Utilization of a creative, topical and engaging style that is reflected in both the course content and live presentations.
- Design of a syllabus for a 1.5 credit graduate-level course on community development (attached).
- Collaborative design (with faculty, administration, students, and community partners) of a 1.5 credit community service learning course called The Service Learning Initiative.
- Experience blending online and in-person instructional strategies, using:
  - Blackboard and Collaborate
  - iClickers
  - Basecamp and Comapping
  - Multiple Social Media Tools (blogs, Facebook, Twitter, LinkedIn, Yammer, Pinterest)

As discussed on the phone, I thank you for keeping these documents confidential – one of the presentations contains istock photos for which the Faculty of Applied Science has the rights.

Please do not hesitate to let me know if there are any other examples that I can provide.

Kind regards,

The Write Stuff – Follow-up Emails

Hi Brenda.

Thank you very much for meeting with me today – to spend 90 minutes with you discussing Vancity’s Vision, the organizational development and learning to support it, our shared interest in 3D education and the “flipped classroom”, as well as elements of your personal story was as informative as it was engaging.

Specifically, I appreciated how you underscored the strategic role that the ODL team will play in creating “the how” that connects performance metrics with role clarity. Your emphasis on ensuring that innovation “bubbles up” (great metaphor) and is integrated into the larger leadership picture was spot-on, too.

Finally, regarding my potential fit with the ODL team, I am excited to re-state my enthusiasm and ability to deliver on the metric of employee engagement, which, according to the 2010 Annual Report, is “defined as the energy or passion employees have for their employer.” During our conversation today, I hope that I conveyed how I am hardwired to deliver work that achieves such a goal.

Have a great day and a wonderful rest of the week, Brenda. I look forward to hearing from Jen about potential next steps.

Kind regards,

The Write Stuff – Facebook

facebook

5. Questions + Discussion
Meet Our Special Guests

Harish Vasudevan
Lead, Research Intelligence and Commercialization
Tait Laboratories Inc.

Shayna Plaut
UBC Doctoral Candidate – Education Studies
Former Human Rights Education Coordinator,
Amnesty International

Godfrey von Nostitz-Tait
Corporate Communications Specialist
Port Metro Vancouver

Job Search Seminars

• What can I do with my grad degree?
• What barriers will I face?
• How do I find my first job in Canada?
• Where should I look?
• How do I ask for meetings?
• What should I write to people?
• How do I follow-up?

[INSERT DISCUSSION HERE]

6. Wrap up | Next Steps

Give More Than You Get

"There is no such thing as a self made man. We are made up of thousands of others. Everyone who has ever done a kind deed for us, or spoken one word of encouragement to us, has entered into our make-up of our character and of our thoughts, as well as our success."

- George Burton Adams

Books | Your Reading List

1. Basalla, Susan & Debelius, Maggie. (2007). *So What Are You Going To Do With That?*
Three Things

1. ___________________
2. ___________________
3. ___________________

Ask. Questions. Frequently.

For more information:
careers.ubc.ca

“Spectacular achievement is always preceded by spectacular preparation.”
- Robert H. Schuller

Amazing Tips for using LinkedIn

Article and tip-sheet here:
http://bit.ly/L4FZDs

Going right to the top with a great idea
- Be confident, flexible, prepared, and creative
- Research to ask great questions
- Dress the part, buy the coffee
- Accept spontaneity, take notes, ask for referrals, and demonstrate interest and enthusiasm
- Have a resume, just in case...
When you do not have a name

• “Hello, I am preparing correspondence for your ____________ manager could you please give me their proper title and the spelling of their name?”

• “Hello, can I speak with your _________ manager please?”

Hello, my name is ___________. I have a ____________ degree and ____ years of experience ___________. I have strong _____ skills and am very ________ (attributes). I would like to meet with you to discuss the possibility of employment with your firm. Would Monday or Tuesday be better for you?”

Hello Mr/Ms __________. ________________ of __________ recommended I contact you. My name is _______ and I am a recent UBC graduate with ___________ experience ____________. I have strong _____ skills and am very passionate about beginning my career in this field. I would like to meet with you to discuss current or future employment. Would Monday or Tuesday be better for you?”

Hello, my name is _______________. I have a __________ degree and ____ years of experience ___________. I am new to the Vancouver market and would appreciate meeting with you for 15 minutes to gain your insights and perhaps get feedback on my career direction. Would Monday or Tuesday be better for you?”

Managing the Gatekeeper

Their first responsibility is to serve you – second to screen you.

If you are a job seeker:

If you are using the information approach you say, “I am doing research and their help would be invaluable.”

If you are approaching them for employment a two-word response works well:

Hello, my name is __________. As a result of my research and career goals I have targeted your company to begin my career. I have a graduate degree from __________ School of __________ at UBC and _____________ work experience. I would like to meet with you to discuss current or future employment with your firm. Would this week or next week be better for you?”

Hello, my name is __________. I am preparing correspondence for your ____________ manager could you please give me their proper title and the spelling of their name?”

Hello, can I speak with your _________ manager please?”
Hello, my name is __________.
____________ of ______ recommended I contact you. I have a ____________ degree and am currently doing research in the field. Your experience and insights would be invaluable to me and I would appreciate it if you could spare 15 minutes of your time on Monday or Tuesday where I could ask you some questions about the industry and your company?