

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA



## Job Search Strategies

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA

## Job Search Strategies

UBC Career Services | June 20, 2012

**Marlene Delanghe, M.Ed**  
Career Advisor, Graduate Students

**John Horn, M.A.**  
Associate Director, Career Development

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA

## Today's Agenda

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

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA

## 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

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA

## Three Things

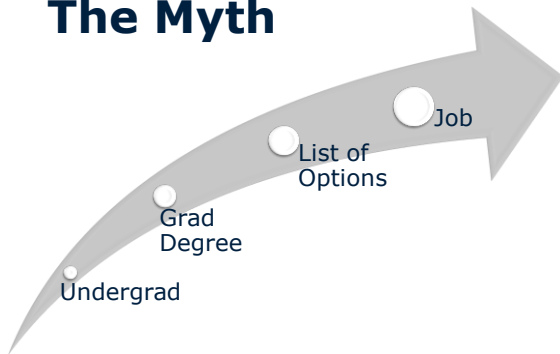
1. The Write Stuff
2. **Make** Connections
3. Get Involved

UBC  
a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA

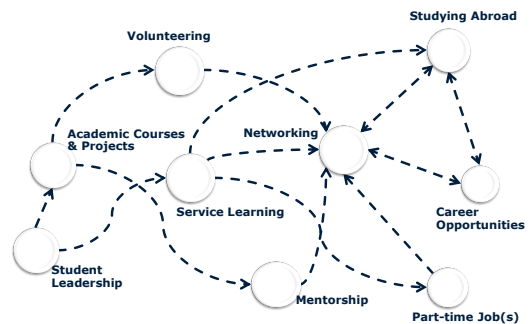
## 1. Perspective



## The Myth



## The Reality



**“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**

## How do you look for work?



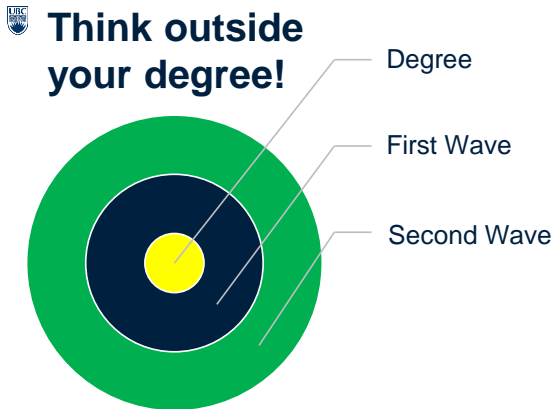
## Make a Stronger Impact



**Versus**



# What can I do with my Graduate Degree?



## From Academia to Industry

Handling questions of perceived:

- Over-qualification
- Overspecialization
- Theoretical vs. practical experience
- Lack of team and collaboration experience

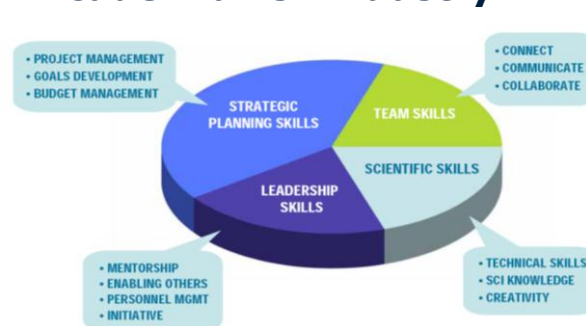
*How will you manage these conversations?*

## Best. Career Quote. Ever.

“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

## Academia vs. Industry



### THEY NEED...

- Experience
- Expertise
- Communication
- Teamwork
- Critical Thinking
- Innovation
- Leadership

### I HAVE...

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





# Professional and Industry Associations

**Directory of Industries and Associations**  
 Vancouver Economic Development Council - CLICK ON "Key Sectors" and use sub-menu: <http://www.vancouvereconomic.com/>

**General**  
 Vancouver Board of Trade - <http://www.vbcotrade.com>  
 International Development mobility Networking right <http://bcic.ca/ver/international-development/direct-right>

**Science**  
 Life Sciences BC <http://www.lifesciencetech.ca>  
 Young Drive/Health Professionals <http://www.youngdrive.com>  
 MTACS - [http://www.mtas.ca/mtas/01\\_Pages/01\\_Pages.aspx](http://www.mtas.ca/mtas/01_Pages/01_Pages.aspx)  
 International Institute of Business Analysis Chapter | <http://vancouver.theiiba.org/>  
 International Finance Centre - <http://www.ifcc.com>  
 Vancouver Bioinformatics Laboratory - <http://www.vbiolab.org/>  
 Student Biotech Network - <http://www.studentbiotech.com>  
 Ocean Marine Space - <http://www.oceanspace.com>  
 Student Biotech Network - <http://www.studentbiotech.com>

**Engineering**  
 Professional Engineers and Geoscientists of BC <http://www.peng.bc.ca/index.html>  
 British Columbia Environmental Industry Association <http://www.bceia.org/>  
 Mining Association of Canada <http://www.mincan.ca/eng/01/index.cfm>

**Computer Science/Technology**  
 BCIT - <http://www.bcit.ca/>  
 BCITA - <http://www.bcita.org/>  
 Nanotech BC - <http://www.nanotechbc.ca/>  
 Venture Capital - <http://www.vcnews.com>

**Industry News**  
 TechVibes - <http://www.techvibes.com/>  
 Ready to Pitch? - <http://www.readytopitch.com/>  
 Mashable - <http://mashable.com>  
 TechCrunch - <http://techcrunch.com>

**Arts**  
 Human Resources Management Association (HRMA) <http://www.hrma.org>  
 Canadian Public Relations Society (CPRS) <http://www.cprscanada.org>  
 International Association of Business Communication (IABC) <http://www.iabc.org>  
 Public Safety  
 American Marketing Association-British Columbia Chapter (BCAMA) <http://www.bcamarketing.com>  
 Association of Book Publishers of BC - <http://booksbc.ca/>  
 International Special Events Society - <http://www.isesociety.com>

**Land and Food Systems**  
 BC Food Technologists - <http://www.bcftech.com>  
 BC Institute of Agriculture - <http://www.bciag.com>  
 Canadian Institute of Food Science and Technology - <http://www.cifst.org>  
 Children of Canada - <http://www.childrenofcanada.ca>  
 College of Chivaliers of BC - <http://www.collegeofchivaliersbc.org>  
 Agricultural Institute of Canada - <http://www.aic.ca>  
 BC Landscape and Nursery Association - <http://www.bclna.org>



## 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

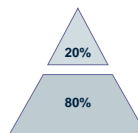


## Put your energy here:

### How searchers look for work

**80%** by responding to job ads online or in newspaper

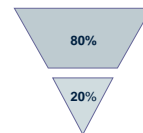
**20%** through network of personal & professional contacts



### How employers look for workers

**80%** through network of personal & professional contacts

**20%** advertise a job opening online or in newspaper

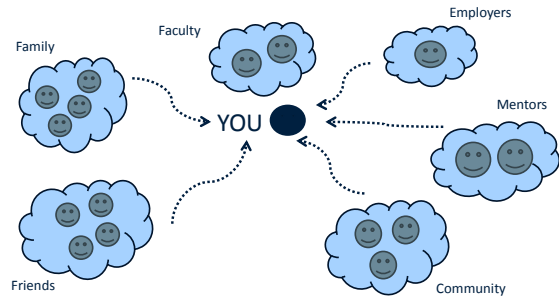


Personal Connections

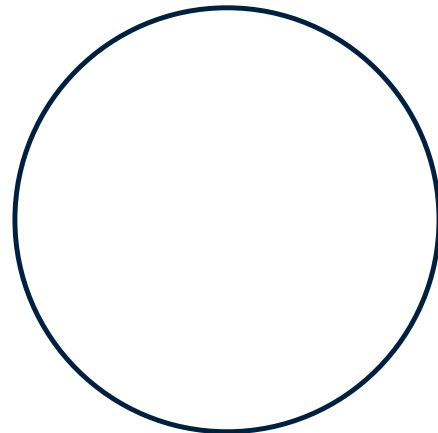
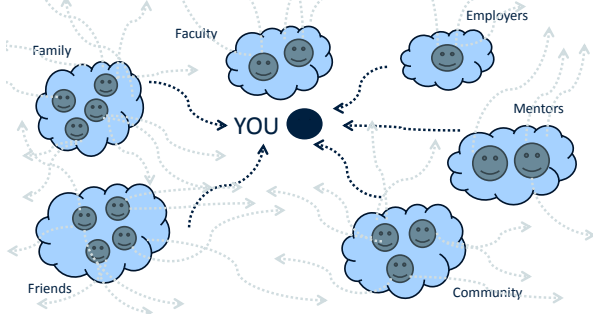
Advertised Postings



## Identify your network



## Identify your network



## 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:

|          |                                 |
|----------|---------------------------------|
| 8:00 am  | Check email and respond         |
| 9:00 am  | Gather job postings             |
| 10:00 am | Volunteer                       |
| 1:00 pm  | Write cover letters and resumes |
| 4:00 pm  | Play a sport/see a friend       |

## 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 your 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
  - Clickers
  - 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,



Courtesy of Schoko-Riegel and Flickr Creative Commons

facebook Search for people, places and things

John Horn Timeline Now

Ryan McKee Don't present yourself as a do-all or generalist. Stand up and say 'I kick ass at this'. Think of yourself as a brand and present yourself that way. 11 hours ago · Like

Taesaman Nuan Don't look for job postings necessarily because if you have a value to offer a company and there is a great fit, they will create the job for you. 11 hours ago · Like

Erin Lovam ...unless you're in media. Then get out while you still can. 11 hours ago · Like · 431

Tina Lee Know your strengths and weaknesses - be extremely honest with yourself - then focus on positions that require as many of your strengths as possible and ones that you can see yourself enjoying. 11 hours ago via Mobile · Like

Channing Bookman Volunteering for smaller non-profits while you're looking for work is a great way to build out your skill set. It helps you network, keeps your cv fresh and helps you get experience you can't get in school. For example, a resume that shows you actually ran a social media fundraising campaign is much more impressive than saying 'I did a group project about social media... since "Your resume wins, your community wins!" 11 hours ago via Mobile · Like · 431

Brenton FC Volunteer 10 hours ago via Mobile · Like · 431

Theodora Lamb "Safe is risky. Risky is safe." - Seth Godin 10 hours ago · Like

Angie Bowles Get on LinkedIn with a good complete profile and start networking. Ask for recommendations. Be social. 10 hours ago · Like

Michael Boronowski I'd actually say to relax on the whole LinkedIn thing. Find people you know who know people where you want to work - and go meet people face to face, chat, in real life, with your phone off. Be present, listen to where they're coming from, be a vehicle to get them (their org.) where they need to go. 9 hours ago · Like

Brenton FC People use LinkedIn?



## 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



[INSERT DISCUSSION HERE]



## 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



## 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?**



## 6. Wrap up | Next Steps



## Books | Your Reading List

1. Basalla, Susan & Debelius, Maggie. (2007). ***So What Are You Going To Do With That?***
2. Robinson, Ken, Dr. (2009). ***The Element.***
3. Ferrazzi, Keith. (2005). ***Never Eat Alone.***
4. Tommy Spaulding. (2010). ***It's Not Just Who You Know.***



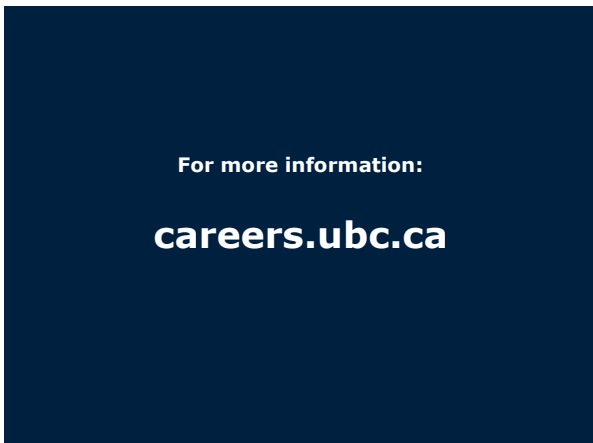


## Three Things

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Ask. Questions. Frequently.**



**“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?”



## 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 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?”

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?