



The Stepping-Up Approach to Leadership

MANAGING MY LIFE:
**DIRECT APPROACH
TO EMPLOYMENT**

By George Beshara

Author of "Experiencing The Winning Edge"



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Managing My Life: Direct Approach to Employment

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Chapter 1: Introduction

Direct Approach

Welcome to Direct Approach to Employment: a program designed to help you sharpen your job search skills. If you are just beginning this program, make sure you have half an hour to yourself, find a quiet spot, and continue reading.

In today's market, many of us feel willing, able, and ready to work, but frustrated because we don't seem to have any control over our opportunities to work. Events seem to control us instead of us controlling the events. We research employment opportunities on the Internet, view employment ads in the paper, and if we don't notice any that are relevant, we can feel depressed and helpless.

No longer! With **Direct Approach to Employment**, you are going to develop techniques to put you in control. This is going to demand both time and effort on your part to develop new habits, but when you complete this program you will feel in control of yourself and your actions. You will have a very good understanding of your strengths, skills, and motivators, and what you can offer potential employers.

Direct Approach is designed around a systematic progression of practical exercises — all clearly presented. It provides you with sample materials and a workable, effective plan of action. You will learn how to locate job openings before they are advertised. You will know how to handle job interviews and how to present yourself at your best. You will have the necessary self-knowledge, skills, and know-how to conduct a successful job search.

As you work through this program, we suggest that you avoid any interruptions. If necessary, unhook the phone. Also, inform your family and friends that you need this time for yourself. If you have not taken any measures to avoid interruptions, do so now. Stop working with the program and begin again when you are ready.

Stress

Regardless of whether you are searching for employment or are simply trying to find a more ideal job, there is a lot of stress that you will have to deal with during the process of finding work.

If you're like most of us, you will be worrying about your financial situation, the stress of having to sell your skills, your possible lack of experience, the number of rejections you will be faced with during your job search, possible pressures from your family, and so on.

But with persistence you will overcome these obstacles and find the job that you want.

One of the most important aspects of job search we will deal with in Direct Approach is handling stress. You will develop techniques to use stress in a positive way to help you reach your objectives.

Traditional Methods of Job Search

Let's examine the ways most people look for a job. There are a number of activities that we usually undertake when we approach the job search in a traditional manner. These are typical ways, and they leave us without any control. We answer want ads on the Internet or in the newspapers; we contact a number of companies that we are interested in working for; we prepare detailed profiles on LinkedIn and on other social media sites; we register on the Internet job search engines, and with government employment agencies; we register with private employment agencies or forward our resumes to executive search firms; and finally, we make a few phone calls to follow up on our job search activities.

All these actions are good, but unfortunately they do not leave us in control. We wait for things to happen and then we respond. We wait for an opening to occur and hope that we will be at the right place at the right time.

How effective are the traditional methods? For example, what happens when you respond to an advertised position? How many people have responded to that advertisement? We know that with today's market conditions, it is common to have more than a hundred replies per advertised position.

What happens to these applicants? We know that recruiters and department heads will not want to interview more than twelve applicants, so the balance will be screened out. On the Internet, where millions of resumes are posted on various employment search engines, employers who seek to fill a job opening use key words related to that job opening to screen from these huge data bases, the applicants who meet best their criteria. Although it is still important to register on these search engines, the chance of being selected by an employer through this avenue does remain slim.

What happens when you mail, fax or e-mail, unsolicited resumes to organizations that have not advertised for an opening? Although a few companies will send you a "thank you" letter or e-mail informing you that your application will be reviewed when there is an appropriate opening, the great majority don't bother replying at all. In the case of unsolicited e-mails, chances are that the e-mails, because of concerns about viruses and the extent of unsolicited e-mails which are received, will simply be spammed out without being read. Many companies also often consider unwelcome the receipt of unsolicited faxed resumes and simply throw them out.

You can see that when you respond to an advertisement or apply for work in a casual way at companies which have not advertised for openings, your chances of being invited for an interview remain very slim.

What about a government employment agency? If you are collecting unemployment benefits you will have to register there anyway, but what are the chances of finding employment this way? It happens; it certainly happens! They make a positive contribution but the point is, as a resource for employment, they are limited. Many employers prefer to handle their own openings and do not list their job vacancies on the government sites..

Well, what's next? What about a private employment agency or an executive search firm? They charge their fee to the employer and it doesn't cost you anything. Unfortunately, these firms receive hundreds of resumes and applications on a regular basis and, while it is worthwhile for you to e-mail, fax or forward your resume to them, the chances of securing employment through these firms is still limited by the number of positions employers place with them.

Following up on job search activities can be beneficial. However, employers if and when you are able to reach them on the telephone, will often tell you what you already know: "We still don't have any openings; we will keep your application on file; we will call you if we have anything."

Not in Control

It's not a good picture, yet we feel a sense of comfort from doing all of these things. After all, we've done everything we possibly can, haven't we? And having done that, it's up to chance. But wait a minute; we're not in control, not even a little bit.

Now think about this: we know that all the positions that are advertised on the Internet or in newspapers, or placed with employment agencies represent a very small percentage of the total hiring activity in the marketplace. Published literature estimates that these jobs represent only 20 per cent of the available openings. Many experts believe that more than 80 per cent of jobs available continue to be filled by word-of-mouth or through contacts.

In other words, what everyone is doing by following traditional job search methods is competing for only twenty percent of the available employment. Who gets all the other jobs? A small minority of people who

follow the methods you will be learning from this program. These people are in control — and you will be too when you complete this program.

Being in Control

What does it mean to be in control? Well here is an example for you. Recently, we were helping an electrical engineer prepare his resume. We discussed his work experience and when we summarized it on paper, this man had many more things going for him than he himself realized. He had worked on a variety of research projects in a number of different applications and industries. He enjoyed the analytical side of engineering, and that was the type of employment he wanted to pursue. He was also very organized, a good planner, and was a take-charge type of person. When we asked him why he had been unemployed for close to nine months, he said that he'd applied with different employers and had received no response.

After he had worked through **Direct Approach to Employment**, we checked his progress and he informed us that he had had three offers within five months of completing the program. And why was that?

This man had taken charge of his job search activities; he went out, made his contacts, and sold himself. Consequently, he was able to select from among three employment opportunities.

So it's important to realize that a vast number of jobs are out there — we only need to know how to locate them and how to promote ourselves.

Taking Charge

Direct Approach will help you do this by making you take charge of three things:

- First, you will take charge of yourself. This means you will learn to conquer the crippling effects of stress and you will actually turn stress around so that it works for you.
- Secondly, you will take charge of job openings. This means that you will learn to find jobs before they are advertised.
- Thirdly, you will take charge of the job interview. You will learn the secrets of selling yourself to a potential employer.

Right now you may be asking yourself: "But can I really do that? Can I really be in charge of locating openings?"

Job Openings

Well, can we really be in charge of locating job openings?

Let's see how the job market works. There are several things which can lead to job openings:

- The demand for products or services can increase and create new jobs. A company can reorganize and find that it needs new employees.
- A company can replace employees who are leaving.
- New companies can form. The government can sponsor new programs, and technological changes can create new positions.

Although there is more competition for new openings in today's market, there are still enough openings occurring for you to be able to find suitable employment opportunities. But these openings are filled very fast and are not always advertised.

In order for you to take advantage of the situation and be sure to be at the right place at the right time, you have to develop a network of contacts in the organizations which interest you. As soon as a suitable opening is in the making, your network of contacts will keep you informed so that you can be first in line.

That seems simple enough but it requires a lot of work. You might be thinking, "I don't have a network of contacts. I don't know anybody who can help me find a job." But who does have a network of contacts? Very few people have such a network and it's because of this that these same very few people secure eighty percent of the openings. You may not have a network now, but by the time you've completed this program you will have developed all the networks you need to locate jobs.

It's your choice. You can just let things happen or you can take charge NOW. There are employment opportunities at the end of the job search and we are going to help you overcome the obstacles and help you find the openings, attend the interviews, and obtain the job that you have been seeking.

The Job Interview

Now, how about being in control of the job interview?

First, there is a key point that you should be aware of right now. You may be the best qualified person for the opening, but that does not mean that you will even be considered. Remember, it is not the best person who gets the job; it is the person who appears to be the best. How many cases can you think of where there has been a person working at a particular job and you wondered: Why was he hired? Well, for his employer, he appeared to be the best person. Probably many other individuals with all kinds of skills and aptitudes would have been much better. But, they weren't offered the position. **Direct Approach** will increase your chances of obtaining the employment you want by helping you develop the skills needed to present yourself at your best.

A second key point that you should be aware of is that most interviewers are inexperienced at handling interviews. They are often as uneasy as you during the job interview. Many interviewers will welcome the opportunity to let you lead if you take charge of the interview in a subtle way. The few interviewers who prefer to control the interview are usually good at their jobs and will ask you questions that will give you an opportunity to sell yourself.

Your overall objective when you are going through an interview is to make sure you sell yourself and make your strengths obvious to the employer. Everything you say during the interview should result in providing the employer a reason to hire you. This program will assist you in learning the techniques to promote yourself in front of the employer.

Format of the Course

Managing My Life - Direct Approach to Employment is offered to you as a self-study course.

As you can see from the outline, the program has been divided into ten sections.

You will soon have completed Section 1, the "Introduction," and will be starting Section 2, "Handling Stress." Once you complete Section 2, you may wish to jump ahead to Section 9, which deals with planning your finances. If you have financial concerns, it would be a good idea to jump ahead and go through this section — the reason being that the sooner you have a sound financial plan, the sooner this source of stress will be reduced.

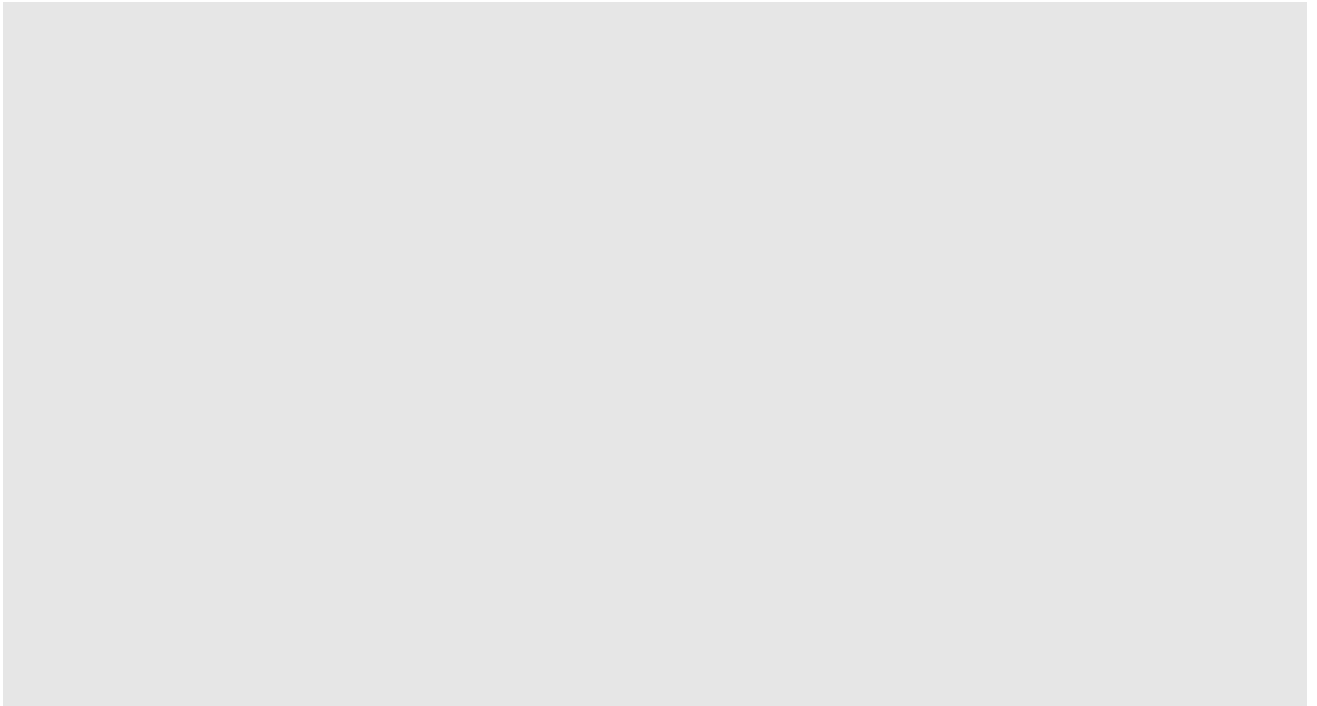
For many of the sections, you will need several hours each day. It is essential that you take your time, and complete the exercises thoroughly while allowing yourself some time for the ideas to sink in.

Whenever you are working with the program, remember to avoid any interruptions. If necessary, unhook the phone. Also, inform your family members and friends that you need this time for yourself.

So let's begin with taking charge of yourself. This means conquering stress because being in need of work is very stressful.

The first step in conquering stress is to understand it. Once we know what we're up against, we can take charge.

Notes and Actions From Chapter One:



Interested in increasing traffic on the website of your organization in order to increase the sale of your products and services or the level of donations if you are a not-for-profit organization?

Interested in being perceived or improve your perception as a community leader who is concerned in the well-being of your clients, prospective clients, employees and their family members, as well as your volunteers and their families if you are a not-for-profit organization?

You can do so by asking G.O.L.E.A.D. to insert a one-page advertisement in their FREE virtual presentations, or educational courses that can helps recipients improve the quality of their life.

For more information, please send an e-mail to G.O.L.E.A.D. at golead2017@gmail.com indicating your interest in advertising. Please provide us at the same time with your website address, contact name and telephone number.

Chapter 2: Handling Stress - Understanding It and Controlling It

Having worked extensively with career transition clients for more than 20 years, I can confidently say that individuals who have a highly successful career transition are the ones who manage stress effectively and maintain a positive and trusting attitude during the process of career transition. Here are two examples of individuals who managed stress differently during their career transition.

Ellen

Ellen had a difficult time during her career transition because she did not manage stress effectively. As a receptionist/secretary working for a large newspaper publishing company, she elected to accept a termination package which had been offered to her as part of the company's downsizing program. Her hope at that time was to be able to find alternative employment immediately and use most of the termination package to get herself out of debt. What she failed to realize, however, was that her computer skills were obsolete, and, consequently, she had problems finding alternative employment.

When she came to see me for job search and career counselling, she had already been out of work for several months and had nearly exhausted her termination package. She was also very nervous and had lost much of her self-confidence. Her ability to communicate clearly and to present herself effectively was lacking considerably because she was essentially "burned out" by stress.

It took several more months for Ellen to rebuild her self-confidence, take control of her stress and upgrade her computer skills so that she could be effective in her job search. She also had to dip into some of her savings in order to survive longer than her expected unemployment period.

Richard

Richard was given a relocation package by the bank that he worked for and three months notice that his services would not be needed by year end. While still employed, Richard contacted me to start the career transition process. When I first met him, he was apprehensive and concerned. After all, he had been employed by that bank for 15 years and was the main breadwinner in his family where his second child had been born just three months earlier. Richard turned out to be the ideal client. Instead of worrying, he started to act. He thoroughly completed all the job search and career exploration assignments that I gave him, and he developed the discipline to complete a daily routine of relaxation exercises, visualizations and affirmations. Throughout this process, he maintained a positive attitude, and was very focused. Consequently, I was not surprised at all when he secured much better employment with another bank within a month of his termination date.

The fact is that **individuals who manage stress** well tend to have a cheerful attitude and be highly energetic. They usually have a confident outlook towards life, which helps them overcome the greatest obstacles. They also tend to be more open-minded and creative in their outlook. Often they are highly intuitive.

What Is Stress?

Stress is a physiological reaction. Stress is a reaction of your body when things seem unpredictable or uncontrollable. If an event happens in your life that is surprising to you, your body will produce a lot of energy. For example, you happen to be standing on railroad tracks, and you see a bright light and hear a whistle. Your body mobilizes all of its energy resources to get you off the railroad tracks. But what happens when you feel as if a train is coming but you can't see it and don't know which way to jump? Your body reacts but there is nothing for your body to do.

If you continue to feel this way for a period of time, many things happen. Your muscles are in a constant state of low-level tension so you become tired. The endocrine glands that supply hormones to control your energy continue supplying hormones so your bodily systems become exhausted. The electrical activity in your brain is too intense and interferes with some of the delicate electrical connections that you need for clear thinking. All these things combine to take you back to earlier and more childish ways of acting.

Let's consider an example of this. One of the earliest, most instinctive responses that we all have is something called the "startle response." If a young child suddenly loses support and falls a couple of inches onto a mattress, that child will duck its head, throw its arms out, and open its eyes very wide. The same thing will happen to you or I if we are surprised by a very loud noise. What's really happening at these times is this: the surprise creates such a storm of electrical activity in the brain, every single response pattern we have is wiped out except the one response that we have wired in at our most basic, instinctive level. Thus, a stressful event can throw us back to very instinctive ways of behaving — ways that we learned when we were younger.

Now searching for employment is not as dramatic as facing an oncoming train or being surprised by a loud noise, but it is a constant nagging type of stressful situation. The effect of this is to throw us back to earlier, more childish, and more helpless kinds of behaviour. If we allow this to become habit, we realize that we are not coping very well, and this itself is even more stressful and so the stress begins to build and we are caught in a vicious circle that pulls us further and further downward into stress.

How Stress Works

1. Something happens that:
 - You couldn't predict or seems out of your control;
 - Is unfamiliar to you; or
 - Is very important to you.
2. Your body produces a lot of energy to handle the situation.
3. You don't know how to react or cope and you start to worry.
4. Your body's high energy becomes disruptive because it isn't being directed to an appropriate response:
 - Muscle tension tires you out;
 - Your bodily systems become exhausted;
 - Your brain has too much electrical activity, disrupting your ability to think clearly;
 - You fall back on more infantile and rigid ways of thinking and behaving.
5. You continue to worry and become less able to take positive, rational action. This adds more stress and the cycle repeats itself — intensified.
6. After weeks or months of this, you become sick, you crash.

Coping With Stress

Let's think about stress and how to cope with it. Stress is really very simple. Stress is your body's excess energy when you're facing change such as shifting career direction. As a result of stress, your body is generating all kinds of energy that you can use in many ways, and all these ways can be beneficial.

If you allow yourself to sit, worry, feel discouraged and not take action, your body's energy will build up, you will experience distress and you will wear yourself out. If you start taking action that will help you, for example, identify your new career for heart and spirit, you'll be amazed at the amount of energy you have and at your ability to get things done. Suddenly, you will find that stress is working for you instead of against you.

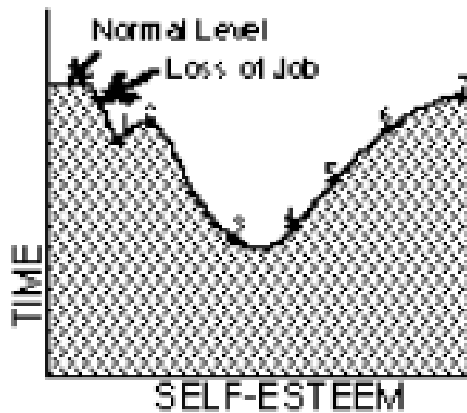
This is going to take some discipline at the beginning of the career transition process and some determination on your part. But once you develop the habit of taking action, your stress will work for you and you will have overcome the number one problem that you face. When you make stress work for you by taking action, you accomplish the most difficult goal in career transition. The rest of it — all the things we will be teaching you in this career planning program — is easier by comparison. So, as you begin to take action, you can begin to feel proud and confident that you have conquered the toughest problem there is.

Antidote to Stress - Taking Action

Taking action when we feel distressed is not easy and it often takes courage and determination to get started. Distress comes from thinking and worrying instead of doing. Your body has so much energy, but you're not doing anything with it, so it builds up. The answer is simple: Do something that absorbs your total attention and helps you live fully in the now.

Walking, jogging, singing, writing, going for a drive, praying, even washing the dishes can help. What helps as well is doing something positive. Take some steps, any steps, which will help you identify your new career direction if that's what is causing you to worry. Create a good plan of action and follow it.

Reaction and Rebound to Job Loss



The graph above shows a curved line illustrating how your self-esteem changes over time as you search for a job. Positive self-esteem means seeing yourself as a good, worthwhile, competent, and confident person. It's important to know how your self-esteem changes so that you can be prepared for some of the swing, and can work energetically to fight any tendency toward being depressed.

1. Take a look at stage #1. With the loss of a job comes a period of shock; this period of shock may tend to freeze you into inactivity. It's very similar to the startle response which we talked about earlier.
2. After the initial shock, we often live through a period of denial and fantasy. This is represented by stage #2. In this stage, we tend to kid ourselves and say, "Things aren't as bad as they appear; something will suddenly happen and I'll find the job I want." During this period we come up with some pretty unrealistic ideas about how we are going to be saved from our present problems. Maybe our parents or relatives are going to support us financially, or maybe we will win the lottery or start that business that we've always dreamed about. Sooner or later though, we come to realize that these are fantasies, and the wild ideas are not going to work and someone is not going to come along and save us.
3. When that finally hits home, we run the risk of getting pretty depressed. This is stage #3. Let's think a minute about this depression. This depression results from realizing that our fantasies are not going to come true, but still hoping they will. If we didn't still hope that they would, we wouldn't feel depressed.
4. Finally, when we stop hoping that our fantasies will come true and we let go of them, we reach stage #4 and at this point, we're ready to face the reality of our situation. Now we can begin to work positively and pragmatically.
5. In stage #5 we begin to learn. We're learning because we're developing and using new skills. We're trying new ways of acting.
6. We do this, and in stage #6 we begin to discover the meaning of our situation. We come to understand that being out of work is simply the result of circumstances, realize that is really and actually where we are, and realize we need to get on with it.
7. So finally, in stage #7, we integrate the fact of who we are with our new situation. We come to see ourselves as worthwhile, competent people who happen to be out of work and who happen to be working very hard to become employed. With this kind of awareness of ourselves — this realistic awareness — our self-esteem returns and we are ready to go.

What can we learn from this whole pattern of reaction and rebound? We learn that it's important to be realistic from the start and not to get lost in fantasy. We learn that it's important to do, to act, and to take control of our lives so that even if we start feeling depressed, we have an antidote: doing. The sooner we begin doing, the sooner we get through this reaction and rebound and get effectively on our way toward finding work.

Let's move on and take a few minutes to look at feelings we experience when we are out of work:

Feelings about Being Out of Work

The following are some very common feelings that you may have been experiencing if you have been out of work.

Apathetic	Hopeless	Lonely	Devastated
Resentful	Worried	Lost	Abandoned
Betrayed	Disorientated	Challenged	Defeated
Ashamed	Shocked	Afraid	Angry

Chances are that several feelings in the list that look familiar. It's important to know that anyone who is going through job search stands a very good chance of experiencing many of these feelings. These feelings are completely normal.

But let's think for a moment; even if they're normal, some of these feelings are not helpful and they certainly don't feel good! So how do you stop from experiencing the uncomfortable feelings? The answer is very simple: do something positive. Take some kind of action that will help you find your career for heart and spirit. And it's amazing: the minute you really start to act, these uncomfortable feelings disappear. It's important to know that we only have these feelings when we are not acting — when we are not taking action to improve our situation.

The solution to worrying and uncomfortable feelings is:

Doing Something Positive – Something Pro-Active

Antidote to Fears and Worries

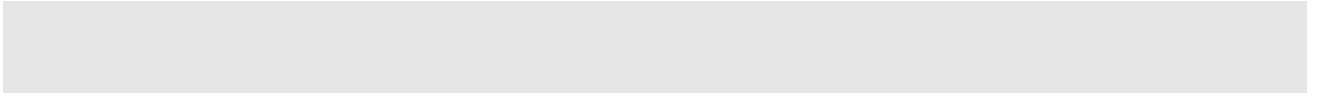
This exercise is an antidote to fears and worries. It's an antidote to all the uncomfortable feelings we may be experiencing. This is an exercise that you can do any time you're feeling worried and afraid, regardless of whether you are worried about changing your career direction or about any other life situation that is challenging you.

Instructions for the Antidote to Our Fears and Worries – Part 1

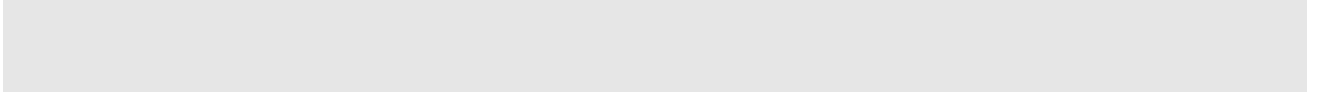
1. Make sure that you have some privacy for this exercise so you can speak out loud if you wish and not feel self-conscious.
2. Recognize and accept that you are worried.
3. Write down all your fears and worries. Make your list very complete, don't leave any out. Use the form on the next page to complete your list or use a blank piece of paper.
4. When your list is complete write at the bottom: "I am worried and fearful."

My List of Worries and Fears

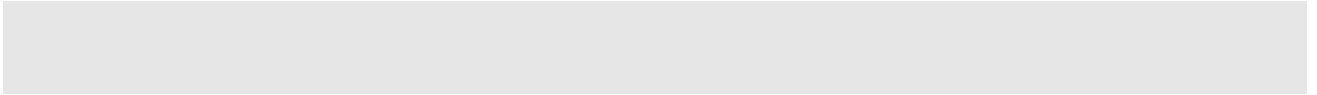
I am worried that:



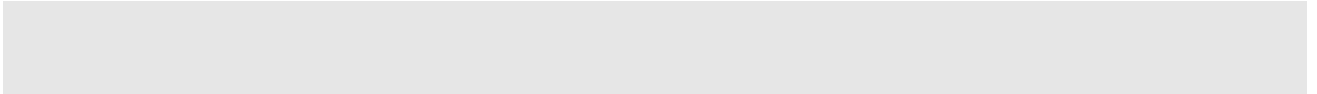
I am fearful that:



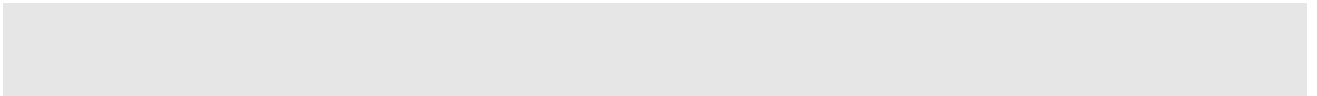
I am worried that:



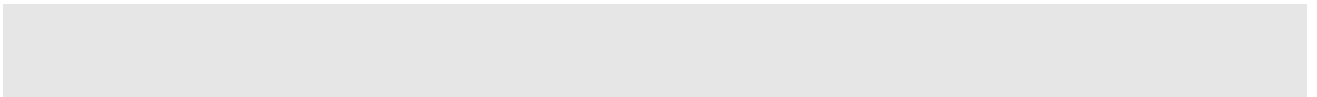
I am fearful that:



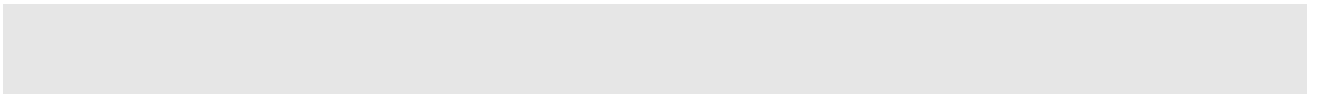
I am worried that:



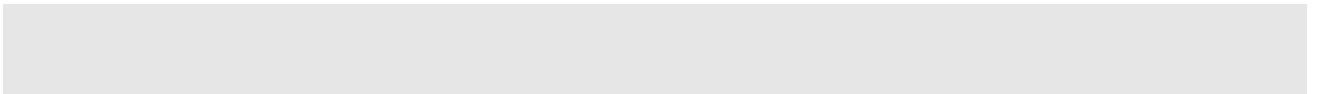
I am fearful that:



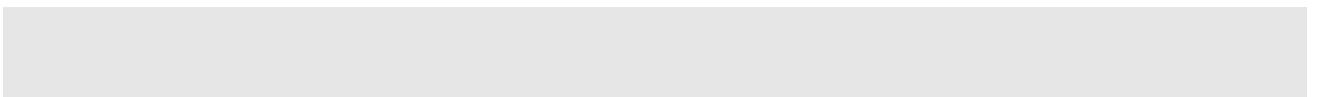
I am worried that



I am fearful that:



I am worried that:



My List of Worries and Fears - *Continued*

I am fearful that:

I am worried that:

I am fearful that:

I am worried that:

I am fearful that:

I am worried that:

I am fearful that:

I am worried that:

I am fearful that:

Instructions for the Antidote to Our Fears and Worries – Part 2

1. Now that you've completed your list of worries and fears, read it over slowly a couple of times. Let yourself really concentrate and get all those worries firmly in mind.
2. Say each of the following very slowly — slowly enough to realize that they are true:

“Worrying doesn't help, it doesn't accomplish anything. Being fearful doesn't lead anywhere. It just leads to negative feelings.

“Worrying just hurts me. It hurts my body. It hurts my feelings. It hurts my thoughts. It hurts my relationships. Even if all the things I'm worried about actually happen, none of these things can hurt me as much as worry itself.”
3. Now look at your list and recognize that worry is your enemy. Read each worry and say, “This worry hurts me.”

Now say firmly, “Fears and worries are garbage.” Print your list from your workbook, then rip it up, and throw it in the garbage.
4. If you feel like smiling or kicking up your heels, go right ahead. Say this again, in order to really understand the message:

“None of these things can hurt me as much as worry itself.”

Once you have completed the exercise “Antidote to Our Fears and Worries” and have given yourself enough time for all of the ideas to really sink in, then you'll be feeling much better.

Repeat this exercise any time you need to. Take a blank piece of paper and write out a list of what you are worried and concerned about. Be creative about how you dispose of your list of fears and worries. You can drop them in the garbage, burn them, or mail them to your favourite politician— just as long as you get rid of them. Remember, the important thing is to not worry. The important thing is to do something positive about it.

It's important to remember this exercise as you proceed with your career transition. Making a change in career can require a lot of effort and the results are not always immediate. Because of this, there will be days when you will feel very good, and days when you may feel discouraged and feel that your efforts are not getting you anywhere. Maintaining a good spirit is essential in order to be ultimately successful. Remember that maintaining a good spirit requires that you prevent yourself from worrying.

Picking Myself Up By the Scruff of the Neck

Sometimes it's necessary to give ourselves a little extra push to get going in a positive direction. Here is one way to give yourself a little push.

You can do this exercise any time you need to. Let's go through an example to see how it works.

Suppose I have decided to work on my resume and I really want to do this, but instead I'm watching television. Here is how I would do the exercise.

“What am I doing right now? I'm watching television. Watching television doesn't lead me anywhere. Watching television doesn't get me where I want to go. I forgive myself for watching television. Now that's important, because if I don't forgive myself, I'm going to hurt my self-esteem, and I don't want to hurt my self-esteem, so I'm going to forgive myself for watching TV.”

“Self, it’s OK that I’ve been watching TV, but what I really want to do is write my resume. Right now, I’ll make sure I have everything that I need to do that. I’ve got my paper, I’ve got some pencils. If I don’t have them, I’ll go get them. Now that I’ve got them, I’ll just go ahead and write my resume because I really want to write my resume.

“Here I go, writing my resume.”

That’s how we do this exercise.

Now I take a look and I say to myself, “Am I really starting to write that resume?” and if the answer is no, I go right back to the beginning.

“What am I doing now? What I’m doing now is still watching television. Watching television does not lead anywhere. All right, I forgive myself for watching television, but what I really want to do is write my resume. Right now I’m going to get the paper and pencils, and so on.”

“What am I doing right now? I’m This: doesn’t lead anywhere. I forgive myself for doing this.

What I really want to do is:Right now, I’ll make sure I have everything that I need to do that. Then I’ll just go ahead and do it, because I really want to. Here I go.”

(If you haven’t started doing what you want to do by now, go back to the start of the exercise and go through it again. Keep going through it until you are doing what you really want to do.)

This exercise is good because we keep going right back to the beginning and cycling through it until we actually start doing what we really want to do. We don’t give up on ourselves, and we keep talking to ourselves until we’re actually moving and doing it. This is an extremely important exercise because any time we get bogged down we can come back and do this exercise and pick ourselves up by the scruff of the neck and get moving. And we’ve already seen how important it is to be active in a positive way — to be doing things in a positive way.

Deep Relaxation

It’s now time to talk about the deep relaxation techniques. These techniques are a very important daily component of managing stress effectively, especially when you are undergoing job search and career planning.

I will begin by introducing the relaxation response technique, which is based on research conducted by Dr. Herbert Benson, Medical Doctor, from Harvard Medical School.

In his scientific research based on practitioners of the Transcendental Meditation techniques, Dr. Herbert Benson confirmed the existence of four different and distinct states of awareness. These include the states of being awake, being asleep, dreaming, and a fourth stage what he subsequently called the relaxation response stage.

During the relaxation response stage the following specific physiological changes take place within our body.

Physiological Changes in Relaxation Response

- Significant decreases in oxygen consumption (restful for heart)
- Noticeable decreases in respiratory rate (restful for heart)
- Actual decrease in heart rate
- Unusual increases in alpha waves (brain waves associated with well-being)
- Decreases in blood pressure for individuals with high blood pressure

In other words, the practice of techniques leading to the relaxation response stage is very helpful in resting our heart, and in increasing our overall well-being.

There are several techniques and relaxation exercises that can lead us to the relaxation response stage. Let me share a couple of these techniques with you right now.

Mental Device Technique

First the Mental Device Technique

- 1) Ensure you have a quiet environment.

Sit quietly in a comfortable position and close your eyes. Keep your feet on the floor and your back straight.

Take three or four deep breaths and relax your body. Breathe in and hold for a few seconds, then exhale slowly. Breathe in deeply without forcing your breathing.

- 2) Select a mental device to help break the train of distracting thoughts.

A sound, word, or phrase repeated silently or aloud. You can repeat any word you want. For example, "Relax."

Or gaze in your mind at an object of your choice. For example, visualize a quiet, peaceful lake, and focus on that image in your mind.

- 3) Repeat mental device for 15 to 20 minutes. This may seem long, especially at the beginning, but time will go fast. You may also be thinking right now that you don't have the time. The fact is that most of us will need to sleep less as a result of completing this exercise.

- 4) Maintain a passive attitude.

You'll find when you sit down to repeat the mental device, that a lot of thoughts will come through your mind. Don't worry about them. Whenever you realize that you are drifting in your thoughts away from your mental device, just get back to the mental device gently but firmly.

- 5) The best time to practice this exercise is first thing in the morning or before dinner every day.

It's important not to sleep and to keep focusing on repeating the selected mental device; otherwise you won't reach the relaxation response stage.

Breath Observation Technique

The second technique I would like to share with you is called the Breath Observation Technique.

The only difference between Mental Device techniques and this technique is the focus. In the Breath Observation Technique, what you are doing involves observing your breathing. As you sit, instead of repeating a word or focusing on an image, you will simply observe your breath.

As you observe yourself inhale, you can mentally repeat re as you exhale you can mentally repeat lax. Re--
-----Lax

Remember that you are not trying to control your breath. You are simply focusing your attention to observing your breathing. As you do this, you will soon realize that you are not breathing as frequently as you thought you should. Just relax. Do not panic. It simply means that you are doing the exercise well, and your rate of breathing has decreased significantly

Managing My Life Deep Relaxation Exercise

We have developed for you two relaxation audio-tracks to help you relax, be more centered, improve your ability to tune into your intuition and in the case of the second audio-track experience a more restful sleep. Each audio-track includes exercises consisting of:

- Deep breathing
- Visualization of different parts of the body as light
- Affirmations

Audio-Track One: Managing My Life Deep Relaxation

The deep relaxation exercises consist of a "Guided Deep Breathing" exercise and a "Guided Visualization" of your body gradually turning into light exercise.

The affirmations that follow will help you maintain a positive outlook throughout the period of your transition and after.

It is very important that you use the Managing My Life Deep Relaxation Audio-Track daily, preferably first thing in the morning. The exercises will help you develop your intuition and to consciously listen to your feelings when making decisions. For these same reasons, it is also useful to listen to Audio-Track every time you start to work with the program.

To access the Managing My Life Deep Relaxation Audio-Track: [CLICK HERE](#)

Audio-Track Two - Managing My Life Deep Relaxation and Sleep

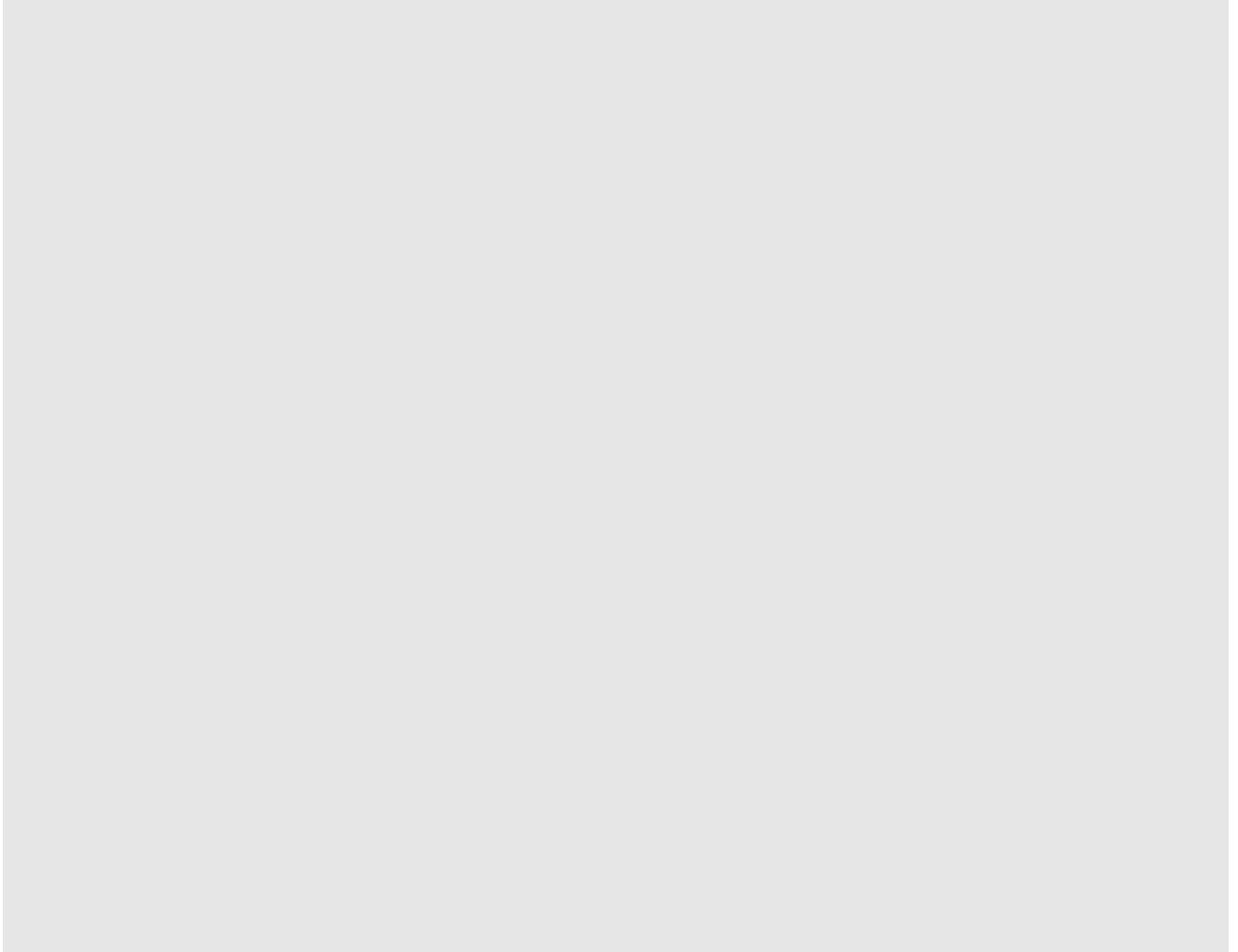
The exercises in Audio-Track Two are very similar to the ones in audio-track one, except that in this audio-track it is suggested that you lie down and drift to sleep as you listen to the audio-track.

It is very useful to drift to sleep with audio-track two and to use it whenever you wake up in the middle of the night and are having problems sleeping again. Audio-Track two will help you relax, experience a more restful sleep, and feel more energetic the next day.

To access the Managing My Life Deep Relaxation and Sleep Audio-Track: [CLICK HERE](#)

This is the end of Chapter 2. As we mentioned earlier, if you have some concerns about your finances, you should cover Chapter 9 before continuing with Chapter 3.

Notes and Actions From Chapter Two:



Chapter 3: Knowing Myself: My Strengths, Skills, Accomplishments, Motivators and Lifestyle Preferences

In this chapter, "Knowing Myself," you will be increasing your self-awareness and will become more aware of your strengths, special gifts, transferable skills, accomplishments, motivators and lifestyle preferences. This is going to require some concentration, so if you do not feel rested and really ready to proceed right now, take a break and come back to the exercises when you feel more energetic.

Inner Strengths, Skills and Special Gifts

Let me first take a minute to discuss the difference between an "inner strength" and a "skill". I define an "inner strength" as a personal quality that we were born with or have developed. This quality is now part of our make-up. Inner strengths will typically start with the word "being". Example inner strengths include: being organized, being creative, being understanding, being optimistic, being enthusiastic, being imaginative, being efficient, being thorough, being logical and so on.

On the other hand, "skills" denote an outward quality or a specialized knowledge. Skills typically start with words such as "ability to" or "knowledge of". Example skills include: ability to supervise, ability to analyze problems, ability to negotiate, ability to problem solve, ability to coordinate, ability to organize, knowledge of labour laws, knowledge of automobile insurance regulations, knowledge of auto mechanics or knowledge of Windows XP.

Among our inner strengths and skills, all of us also have "special gifts". These are strengths and skills which we excel at and tend to come naturally to us. These are the strengths and skills which we should be using in order to achieve a successful career.

Motivators

We are not always aware that work gives meaning and structure to our lives. As a result of working, a good portion of our time is planned. Goals and objectives are laid out for us. We have things to accomplish, an established routine which gives us a sense of identity and belonging. Our working life inherently satisfies many of our needs and motivators. By identifying your key needs and motivators which are fulfilled by work, you'll be able to include these needs as part of your decision-making criteria when selecting a meaningful career.

Exercises to Complete

it's now time to complete the exercises which will help you identify your key inner strengths, skills, special gifts and motivators. These exercises will take a few hours to complete, so feel free to stop when you feel tired

You will identify your inner strengths by using four different exercises.

- In the first exercise, you will identify your most predominant inner strengths from a list provided.
- In the second exercise you will identify first some of your accomplishments and then the inner strengths which helped you to succeed in these accomplishments.
- In the third exercise you will identify the inner strengths you used to help pull you through different storms in your life.
- Finally, in the fourth exercise, you will identify your inner strengths that are related to hobbies and interests at which you excel.

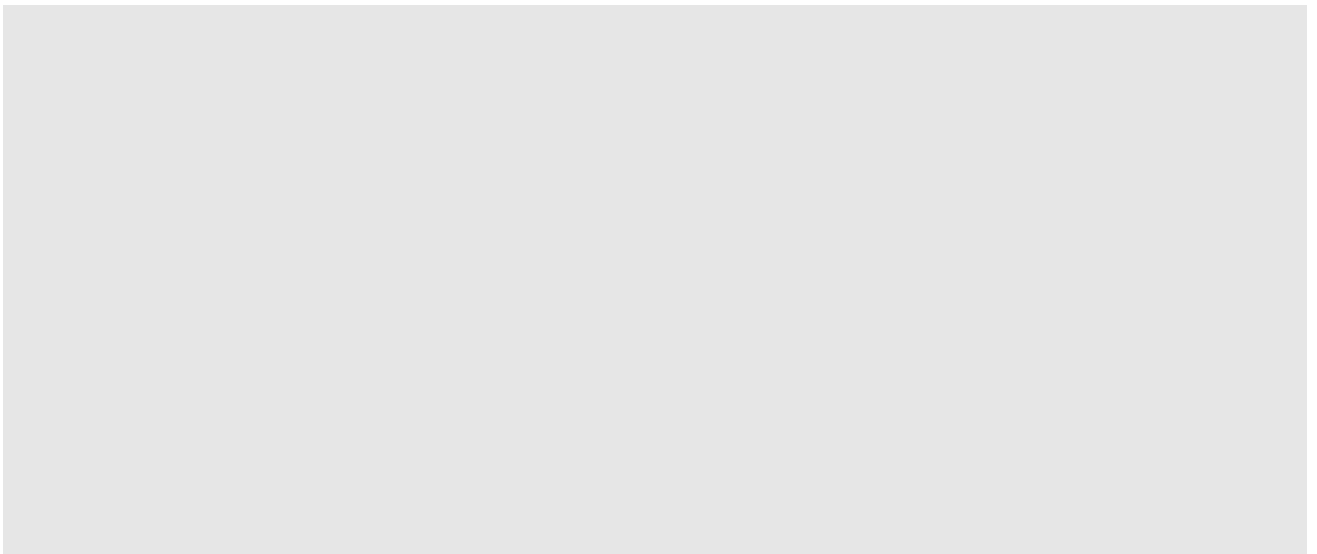
My Inner Strengths

1 — Strengths from List of Strengths Exercise

Strengths:

Enthusiastic	Patient	Thoughtful	Efficient
Trusting	Supportive	Open-minded	Good sense of humor
Optimistic	Hard-working	Perceptive	Organized
Responsible	Cautious	Confident	Communicative
Understanding	Dependable	Sharp	Cooperative
Friendly	Thorough	Self-starter	Decisive
Relaxed	Determined	Alert	Assertive
Intuitive	Flexible	Ambitious	Aggressive
Sensitive	Talkative	Serious	Adaptable
Logical	Persistent	Tactful	Outspoken
Tolerant	Loyal	Quick-minded	Imaginative
Opportunistic	Sincere	Calm	Sociable
Curious	Systematic	Energetic	Easy-going
Firm	Versatile	Generous	Adventurous
Polite	Outgoing		

Strengths that You Feel Describe You Most of the Time or Often

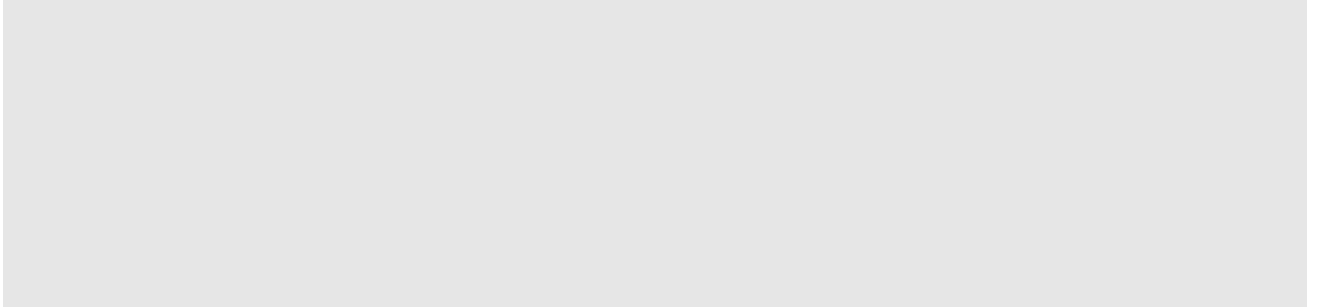


From among these strengths select the 16 that you enjoy using most. Transcribe these 16 strengths to the corresponding space on page 23

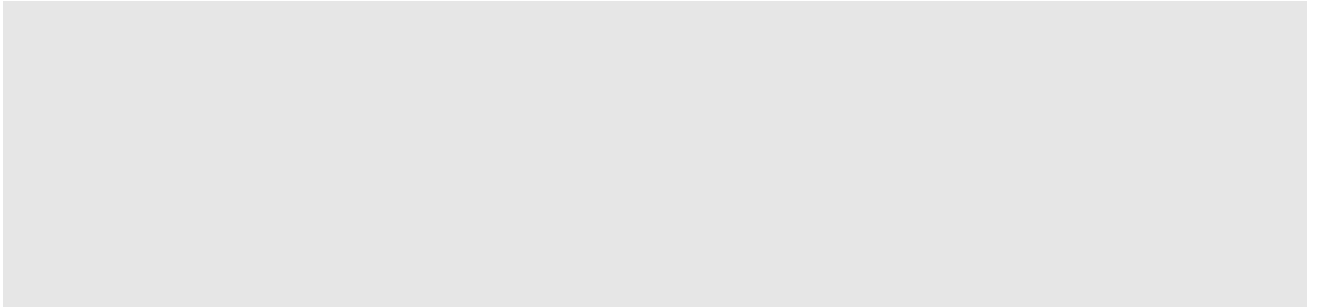
My Overall List of Inner Strengths

After you have transcribed your strengths from the four exercises in this section, place an asterisk next to the strengths you want to continue to use within the context of the career direction(s) you are considering.

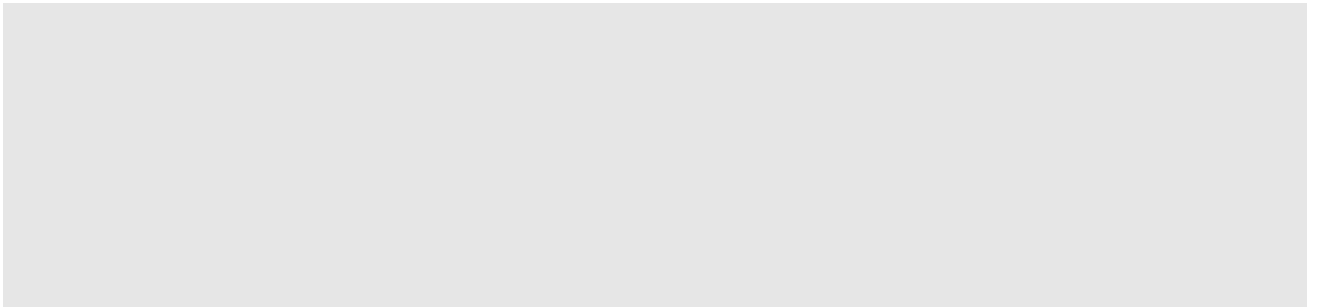
1 — From List of Strengths Exercise (16 top strengths from page 22)



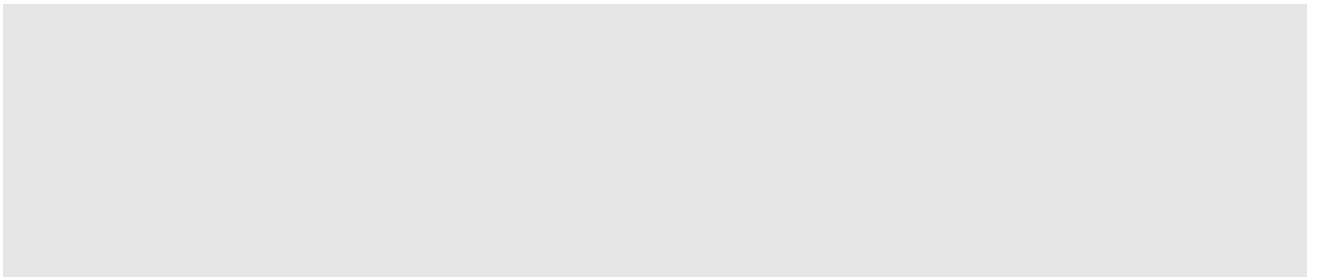
2 — Strengths from My Accomplishments and Strengths Exercise (page 26)



3 — Strengths From My Storms and Strengths Exercise (page 27)



4 — Strengths From My Hobbies and Activities Exercise (page 28)



Some of My Accomplishments

In the next exercise you will identify the inner strengths you used in your various accomplishments at work and in your personal life. The first step of this exercise involves identifying your accomplishments.

Most of us think of accomplishments as major events we've completed, about which we feel proud. When we meet someone we haven't seen in years, we'll tell them how we completed our masters degree, or how we enjoyed our two months of travel in Europe last year. These accomplishments have all happened as a result of smaller day-to-day accomplishments.

Completing our masters degree means that we may have completed a series of courses as well as research and internship assignments within a prescribed program of study. Completing each course, each internship assignment and the research was an accomplishment in itself; each completed segment brought us feelings of pride and satisfaction. Likewise, traveling for two months in Europe meant saving regularly for the trip. Each time we put money aside for the trip, we were accomplishing something.

Therefore, accomplishments are simply the outcome of a series of actions which gave us a feeling of satisfaction, pride, joy, or even relief. Action words help us realize our accomplishments. For example:

At Work:

- Learned a new computer program in record time;
- Resolved a difficult situation to everyone's satisfaction;
- Developed a highly successful new customer service program;
- Learned to stay calm and composed when dealing with difficult colleagues;
- Completed quality work on a regular basis;
- Increased retention of staff by 20 per cent over previous year;
- Met department goals and objectives under very difficult conditions;
- Helped a client find a meaningful career;
- Met deadlines and priorities by consistently building team effort and group cooperation;
- Displayed positive, cooperative and willing-to-learn attitudes, leading to four promotions in less than five years with the company;
- Developed excellent relationships with clients leading to a stream of repeat business;
- Managed the department so effectively, that was asked to become a member of

In Your Personal Life

- Volunteered time at the local community centre;
- Redecorated the house within budget;
- Improved relationship with spouse;
- Reduced overall expenses by 20 per cent by simplifying life;
- Saved the down payment for first house;
- Made a new friend;
- Secured a driver's license;
- Climbed Mount Everest;
- Completed scuba diving certification;
- Completed 100-mile cycling marathon;
- Learned

List here ten or more accomplishments from work *(all the positions you have held, not just the last one):*

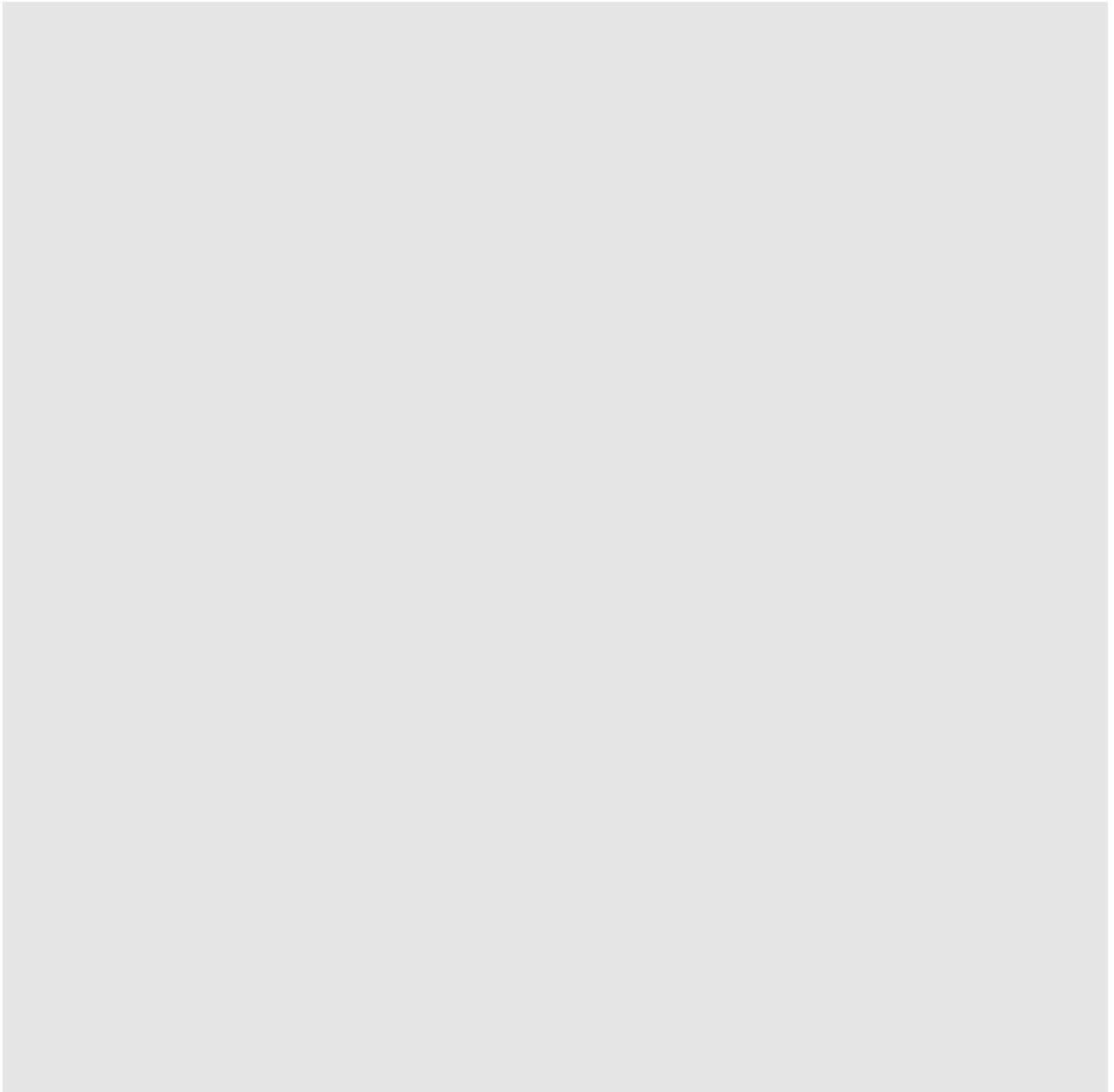
List here four or more accomplishments from your personal life *(home, hobbies, and interests):*

2 — Accomplishments and Strengths Exercise

In this exercise you will identify strengths that you have used to achieve some of your accomplishments. First, in the left-hand column, write up to five of your accomplishments from among the ones you have listed in the previous page. Then, in the right-hand column, identify the corresponding strengths. For example, if you learned a new computer program in record time, your strengths could be: fast learner, sharp, thorough, patient, logical, systematic, and so on. Identify now the corresponding strengths.

Accomplishments

Corresponding Strengths



Transcribe strengths (different ones) you have identified here to the appropriate section on page 23.

3 — Storms and Strengths Exercise

Identify in this section two situations which you have found challenging in your life. These could include a personal illness or the illness or death of someone very close to you, the unexpected loss of employment, a separation or divorce or any real-life challenging situation which you encountered. After you have selected them, identify the strengths that you used in order to successfully meet the challenge. Use the list of strengths below to help you identify your strengths.

Storm # 1

Strengths you used:

Storm # 2

Strengths you used:

Sample Strengths

My self-confidence	My trust in others	My cheerfulness
My hard work	My courage	My honesty
My friendliness	My care for my family/friends	My faith
My stability	My competitiveness	My independence
My optimism	My ability to survive	My loyalty to others
My self-discipline	My open-mindedness	My intelligence
My creativity	My knowledge	My imagination
My calmness	My physical strength	My belief in myself
My love of nature	My persistence	My positive attitude
My love of life	My ability to cooperate	My ability to organize
My ability to analyze problems	My trust in my own perception	My communication skills
My ability to take things as they come	My ability to inspire confidence	My humour
My ability to see things realistically	My ability to commit myself fully	

Transcribe strengths (different ones) you have identified here to the appropriate section on page 23.

4 — Strengths from Hobbies and Activities Exercise

Take a moment to think about 3 of your favourite hobbies and activities: the ones you find yourself doing most often. Example hobbies and activities include: playing bridge, dancing, yoga, woodworking, drawing and painting, writing, playing chess, photography, sewing, home improvement projects, gourmet cooking, playing golf, cross-country skiing, swimming, tai chi, canoeing and so on.

Write three of them down under the heading Hobbies and Activities.

Hobbies and Activities

Corresponding Strengths

1.

2.

3.

Now look at each hobby or activity and ask yourself this question: “When I am involved in this hobby, what inner strengths does it reflect in me?” For example, if you enjoy stamp collecting, patience and attention to detail may be two of your inner strengths. If you enjoy reading character novels, empathy may be one of your inner strengths. Make sure to identify and write in at least one but preferably two strengths for each hobby.

If you need help thinking of the strength that could correspond with your hobby or activity, look back to the list of strengths on page 47 of your program and go through them to see if any of them relate to your hobbies or activities. Begin this now.

Transcribe strengths (different ones) you have identified here to the appropriate section on page 23.

This completes the introspection exercises related to identifying your strengths.

It's now time to start identifying your skills.

My Skills

We all have a considerable number of skills that we developed at work, at school and in our personal life. These skills help us accomplish a great deal as well as make us feel confident. They also help us determine the type of career we want to pursue. In order to identify your skills, you will now be completing two exercises.

The first exercise consists of reviewing a list of example abilities and example knowledge areas, and rating yourself accordingly. The second exercise consists of identifying the skills you used in a number of your key accomplishments.

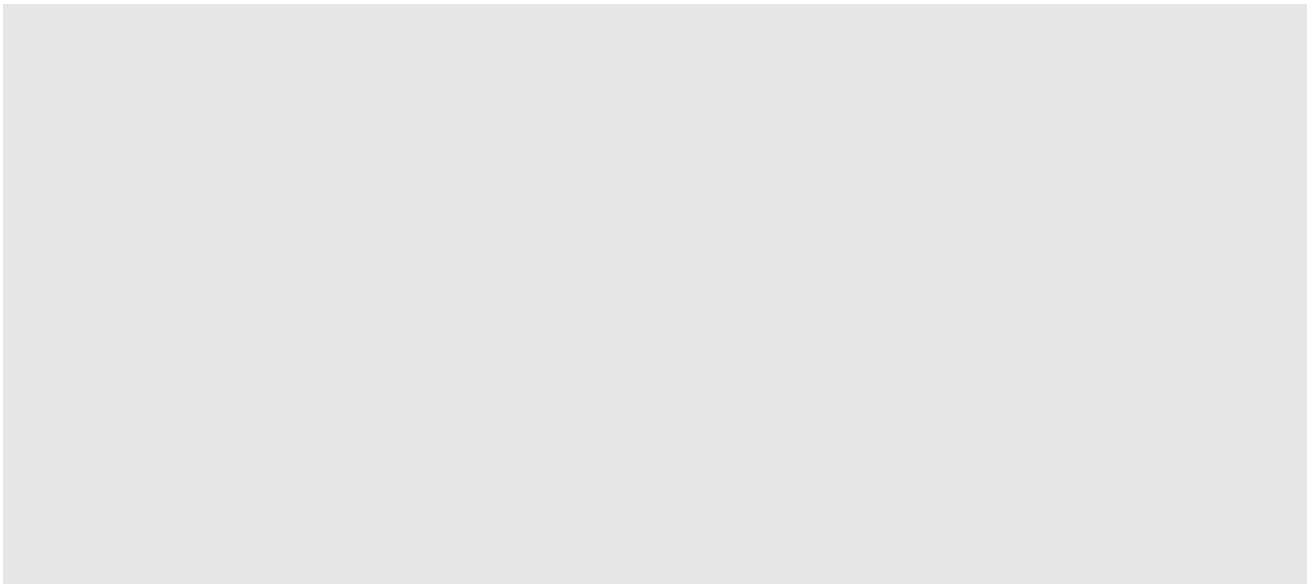
Exercise 1 - Skills from List of Abilities and Knowledge Areas

The following is a sample list of skills in the form of abilities and knowledge areas, to help you recall some of your own skills.

List of Example Abilities

- | | | |
|---------------------------------------|--------------------------------|-------------------------------|
| - Ability to communicate | - Ability to plan | - Manual dexterity |
| - Ability to develop relationships | - Ability to organize | - Ability to repair |
| - Ability to problem solve | - Ability to lead others | - Ability to coach |
| - Ability to handle customers | - Ability to sell | - Athletic ability |
| - Ability to solve technical problems | - Ability to initiate | - Ability to write |
| - Ability to edit | - Ability to drive | - Ability to act |
| - Ability to supervise | - Ability to listen | - Ability to develop software |
| - Ability to complete what I start | - Ability to perform music | - Ability to paint |
| - Ability to negotiate | - Ability to type | - Ability to speed read |
| - Ability to translate (languages) | - Ability to resolve conflicts | - Ability to sing |
| - Ability to speak in public | - Ability to analyze | - Ability to research |
| - Ability to work with numbers | - Ability to motivate others | - Ability to learn |
| - Ability to entertain | - Ability to repair | - Ability to be creative |
| - Ability to conceptualize | - Ability as a team player | |

Skills you feel you excel at or very good at, and that you enjoy using *(Including ones not listed)*



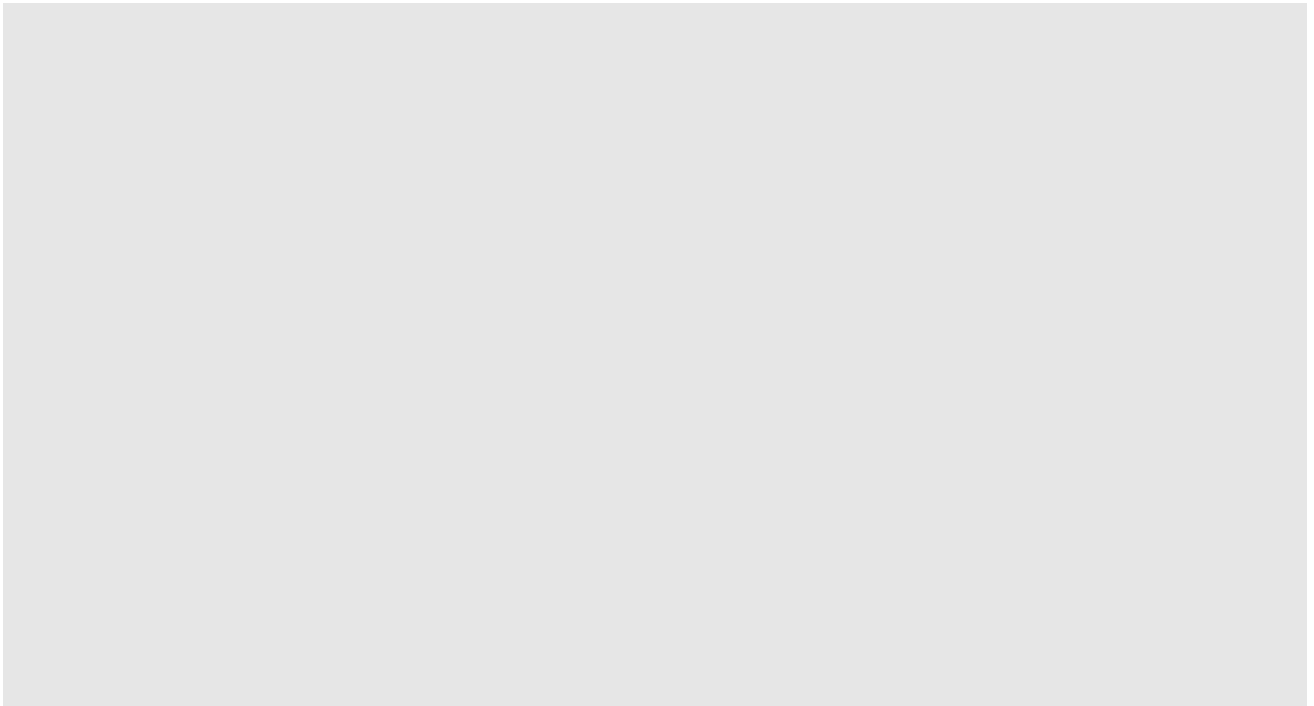
Transcribe up to 12 abilities you feel you excel at, to page 33 of workbook.

Exercise 1 continued: Skills from List of Abilities and Knowledge Areas

List of Example Knowledge Areas

- | | | |
|-----------------------------------|-----------------------|----------------------------|
| - Electrical circuits | - Clothing design | - Merchandising |
| - Child psychology | - Gardening | - Financial planning |
| - Spanish | - Interior design | - Computer repairs |
| - Lotus 1-2-3 | - LANs | - Carpentry |
| - Construction regulations | - Training design | - Retail sales |
| - Microsoft Word | - Filing systems | - Human resource practices |
| - Electrical design | - Architecture | - Printing processes |
| - Wholesale marketing | - Cost accounting | - Bookkeeping practices |
| - Import/export regulations | - Motivational theory | - Law |
| - Transportation regulations | - Telephone systems | - First aid |
| - Public relations | - Computer hardware | - Child psychology |
| - Professional selling techniques | - Building materials | - Make-up |
| - Caring for animals | - Caring for plants | - Flower arranging |
| - Land development | - Electronics | - Advertising |
| - Graphic design | - LinkedIn | - Publishing |
| - Teaching techniques | - Facebook | - Metalworking |
| - Quantum physics | - Travel | - Wine production |
| - Environmental regulations | - Nutrition | - Business start-up |

Specific Knowledge areas you feel you excel at or very good at, and that you enjoy using (*Including ones not listed*)



Transcribe up to 12 knowledge areas you feel you excel at, to page 33 of workbook.

Accomplishments and Skills Exercise

In this exercise you will identify additional skills that you now have as a result of having achieved some of your accomplishments. First, in the left-hand column of pages 54 and 55, write up to eight accomplishments from work and four from your personal life from among the ones you listed earlier (Page 48). Then, in the right-hand column, identify the corresponding skills. For example, if you learned to use MS Word in record time, your skills could be: knowledge of MS Word, ability to problem solve, ability to concentrate, ability to analyze.

Accomplishments and Skills Exercise

In this exercise you will identify additional skills that you now have as a result of having achieved some of your accomplishments. First, in the left-hand column of pages 31 and 32, write up to 8 accomplishments from work and 4 from your personal life from among the ones you listed earlier (page 25). Then, in the right-hand column, identify the corresponding skills. For example, if you learned to use MS Word in record time, your skills could be: knowledge of MS Word, ability to problem solve, ability to concentrate, ability to analyze.

Accomplishments from Work

Corresponding Skills

1)

2)

3)

4)

5)

6)

7)

8)

Accomplishments from Personal Life**Corresponding Skills**

1)

2)

3)

4)

5)

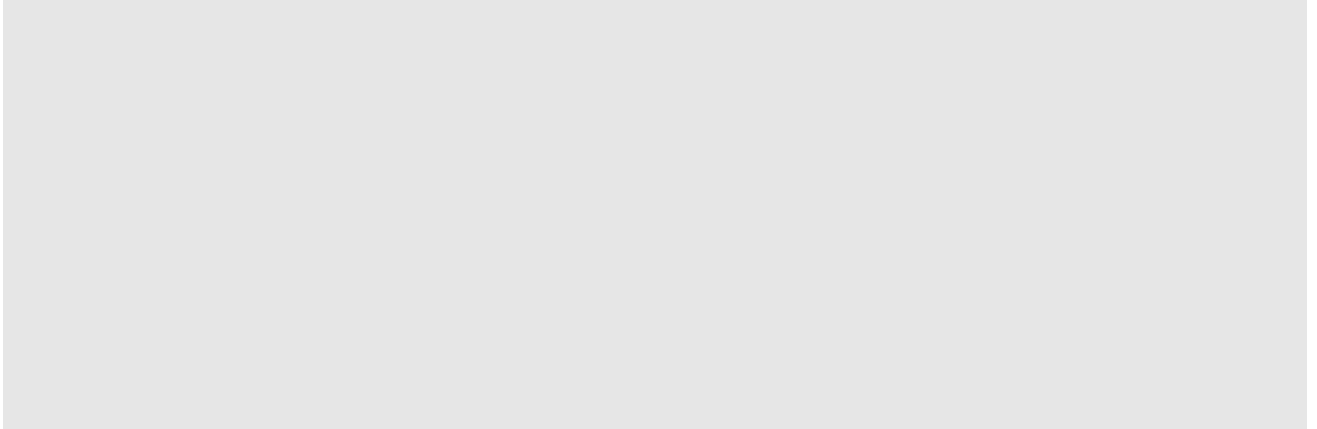
6)

Transcribe new skills you identified in this exercise to section 3 of **page 33**.

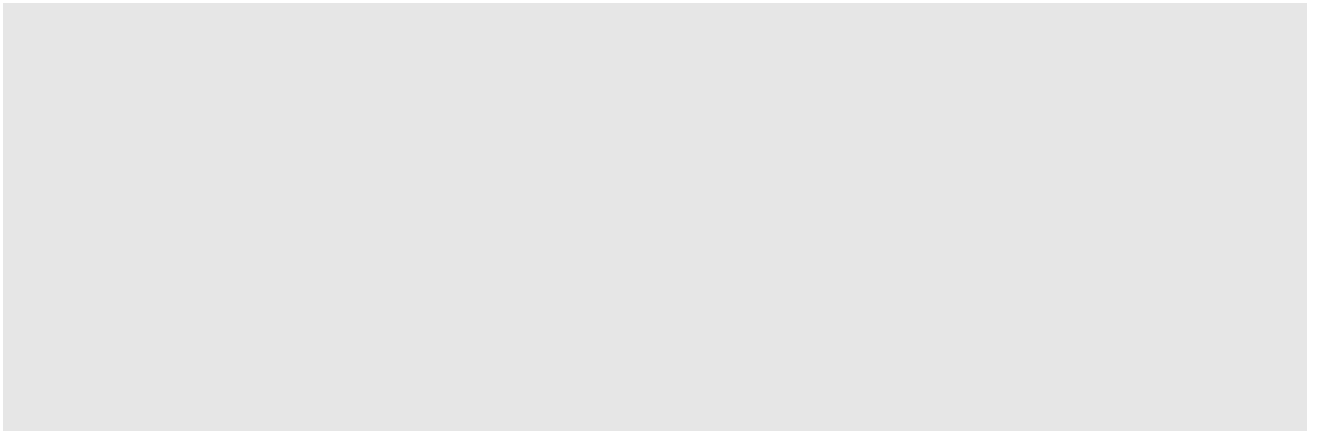
A Partial List of My Skills

After you have listed the skills from the various exercises, place an asterisk next to the skills you want to continue to use within the career directions you are considering.

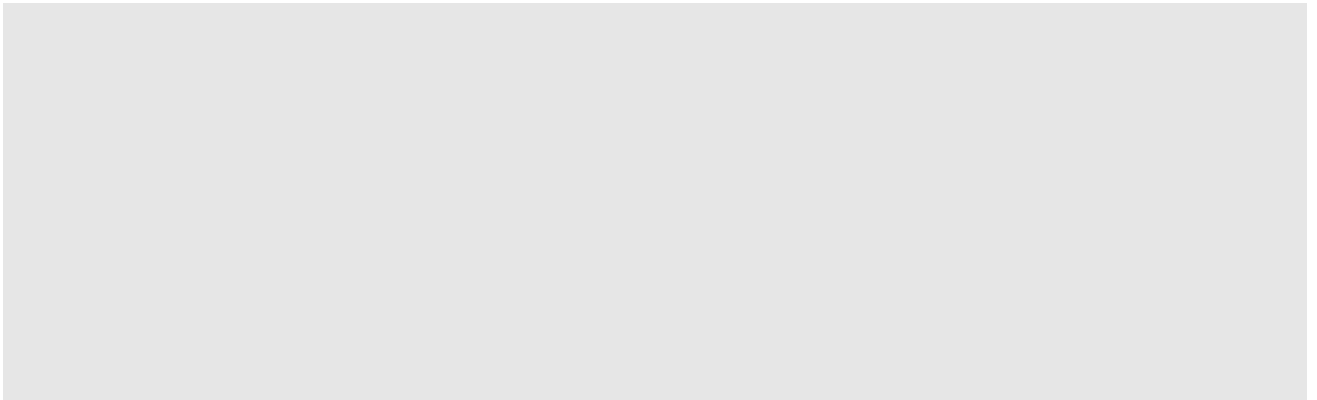
1. Key Skills from "My Ability" Exercise (page 29)



2. Key Skills from "My Knowledge of" Exercise (page 30)



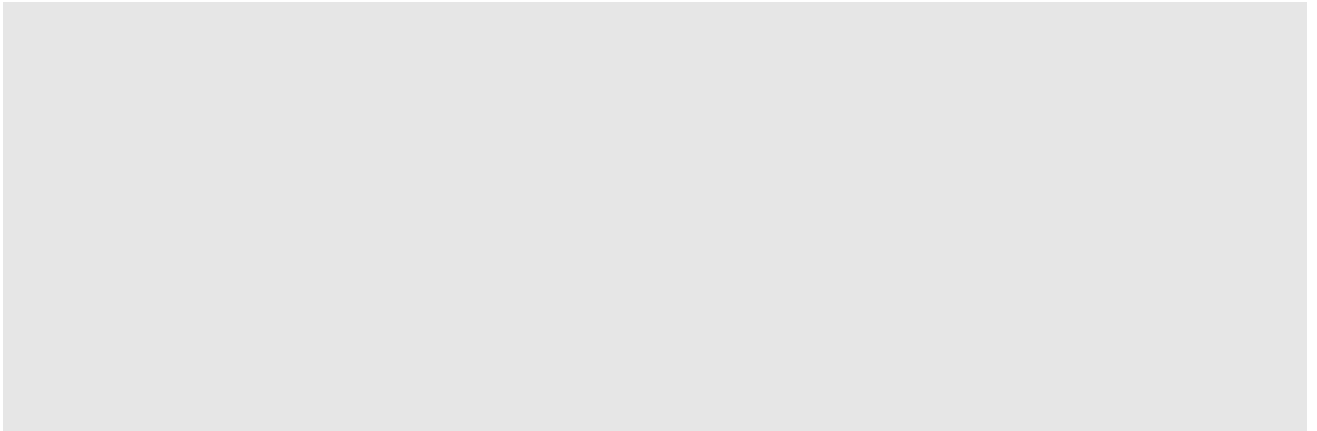
3. Key Skills from "My Accomplishments and Skills" Exercise (pages 31 and 32)



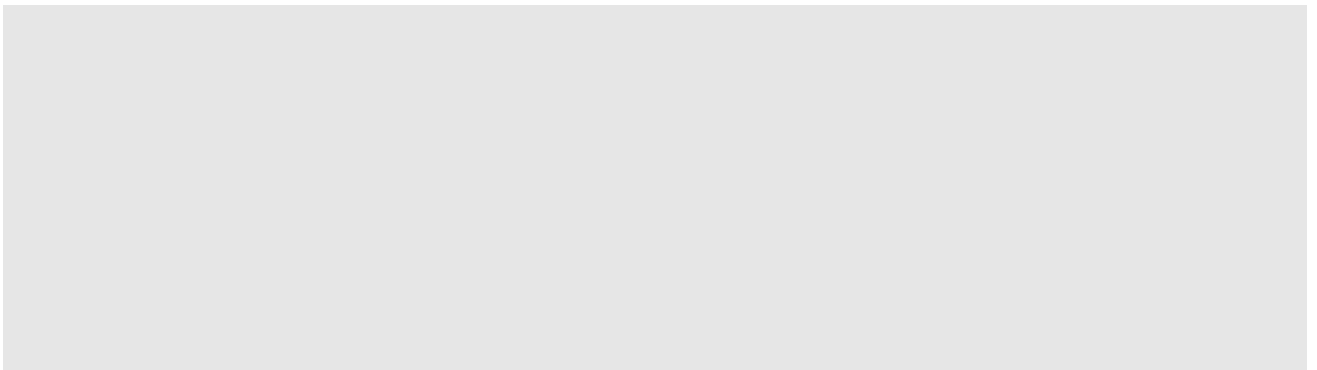
My Special Gifts

Your special gifts are your inner strengths and skills in which you truly stand out. Some people are outstanding communicators. Others are gifted writers. Others excel in science and technology. Others have a talent for drawing. Others are gifted at mediating and resolving conflicts. Review your list of inner strength on page 23 and your list of skills on page 33 and identify the ones that you feel are your special gifts.

My special gifts:



List here any additional special gifts you may have that have not been listed above.



You will probably want to use as many as possible of your special gifts in your career. Identify the skills you really would like to use by placing an asterisk next to the ones you select.

Work Needs and Motivators

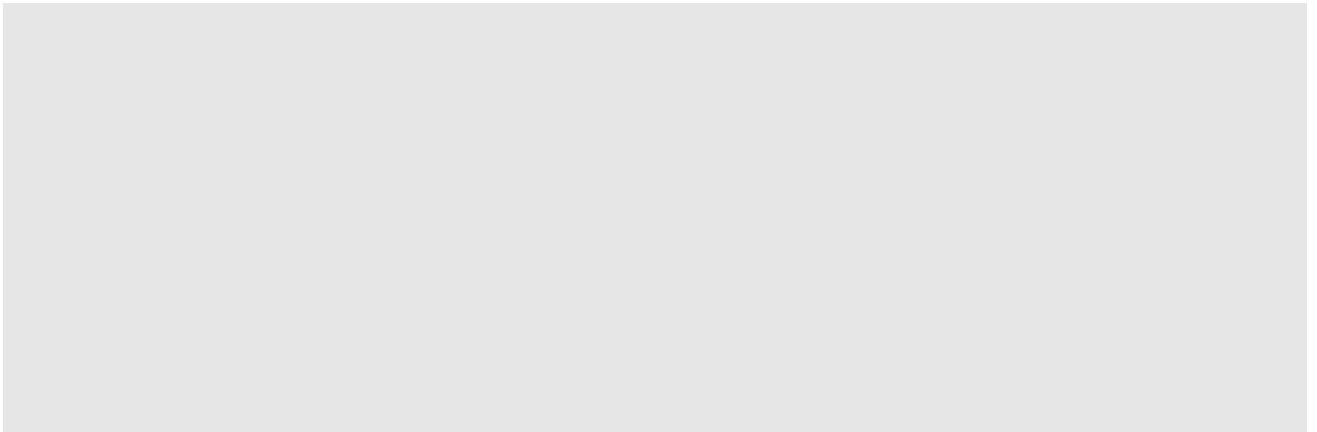
The following exercise will help you identify your primary needs and motivators from work.

List of Primary Motivators

Make decisions	Lead	Organize and delegate
Socialize	Belong and feel needed	Work on a team
Financial reward	Achieve a certain status	Be creative
Analyze and problem solve	Have discipline and structure	Be challenged, stimulate
Learn	Achieve	Receive recognition
Express yourself	Be listened to	Compete/win
Take calculated risks	Being liked by others	

Your significant work needs/motivators are the ones you consider to be important or very important motivating factors for you. Review the list above once again now and identify in the section below the 6 you feel are the most significant to you (*Including ones that may not be listed*)

My 6 Most Significant Motivators



Lifestyle and Financial Needs

Good. What about our lifestyle and financial needs? Your decision to accept a specific position will definitely be affected by some of our lifestyle and financial needs. In some cases, your financial needs or desires are the determining factor in the type of job you will be pursuing. Consequently you may decide to accept a job offer because it offers a generous salary rather than because of a keen interest in the position. One should be careful to determine a minimum acceptable salary and, once this is done, evaluate potential jobs by all the other important criteria.

Below you will find space to outline most of the lifestyle factors that you should be considering. You will notice that it includes your minimum acceptable salary. Remember that the higher your minimum financial needs, the fewer career choices you will have. If you do not have a budget and have not completed Section 8 of the program, you may want to take a few minutes to analyze your minimum financial needs by listing and projecting your typical monthly expenditures. After you have done this, complete the Lifestyle Evaluation below.

Your Preferences

It's time to identify your preferences in terms of location of work, hours of work, and the minimum income you need from your future employment.

Compensation Needs (after taxes)

Preferred:

Minimum Required:

Location of Work

Is the location of work very important or are you completely flexible? What are your preferences? How much travel time to and from work can you tolerate? Are you prepared to relocate?

Flexible	Yes	No
----------	-----	----

Preferred locations:

Willing to relocate	Yes	No
---------------------	-----	----

Hours of Work

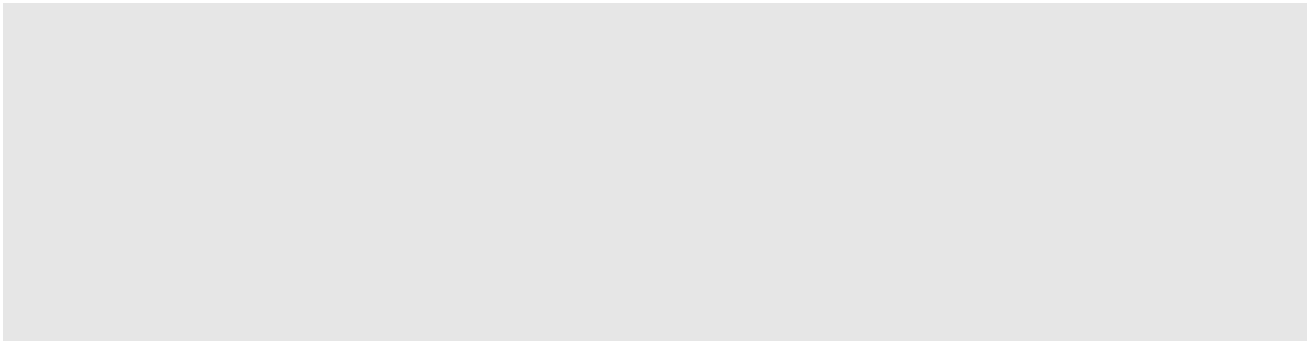
What about hours of work? How flexible are you? Can you work night shift or weekends? If you can't, that may immediately eliminate a number of industries, from retail to hospitality. How many hours a week do you really want to work, keeping in mind that you need time for resting, hobbies, recreation, your family, and your friends?

Flexible	Yes	No
----------	-----	----

Preferred hours:

Number of working hours per week:	Minimum	Maximum
-----------------------------------	---------	---------

Other Important Conditions You Would Like to Consider:



Appreciate Yourself

Now comes a very important part of your job search program. It's time to sit back and congratulate yourself and take a long look at your list of strengths, skills and motivators.

Particularly, read over all the strengths you've written down and give yourself a chance to really feel, to realize that all these strengths belong to you. And this is only a partial list. If we continued with more exercises, you'd discover even more strengths. Take the time to look over this list thoroughly and let yourself feel really good about all the strengths and capabilities that you have been able to develop. Keep this list at your fingertips and refer to it before going to a job interview or whenever you really want to feel good. Go ahead now and take a good, long, deserved time to appreciate yourself.

Summary

So far in this program, you have identified the key inner strengths, skills and special gifts you would like to use within the context of your future career. Finally you have also identified some of your key motivators from work and the working conditions you prefer. This will be very helpful when making your career decisions in the next chapter of the program.

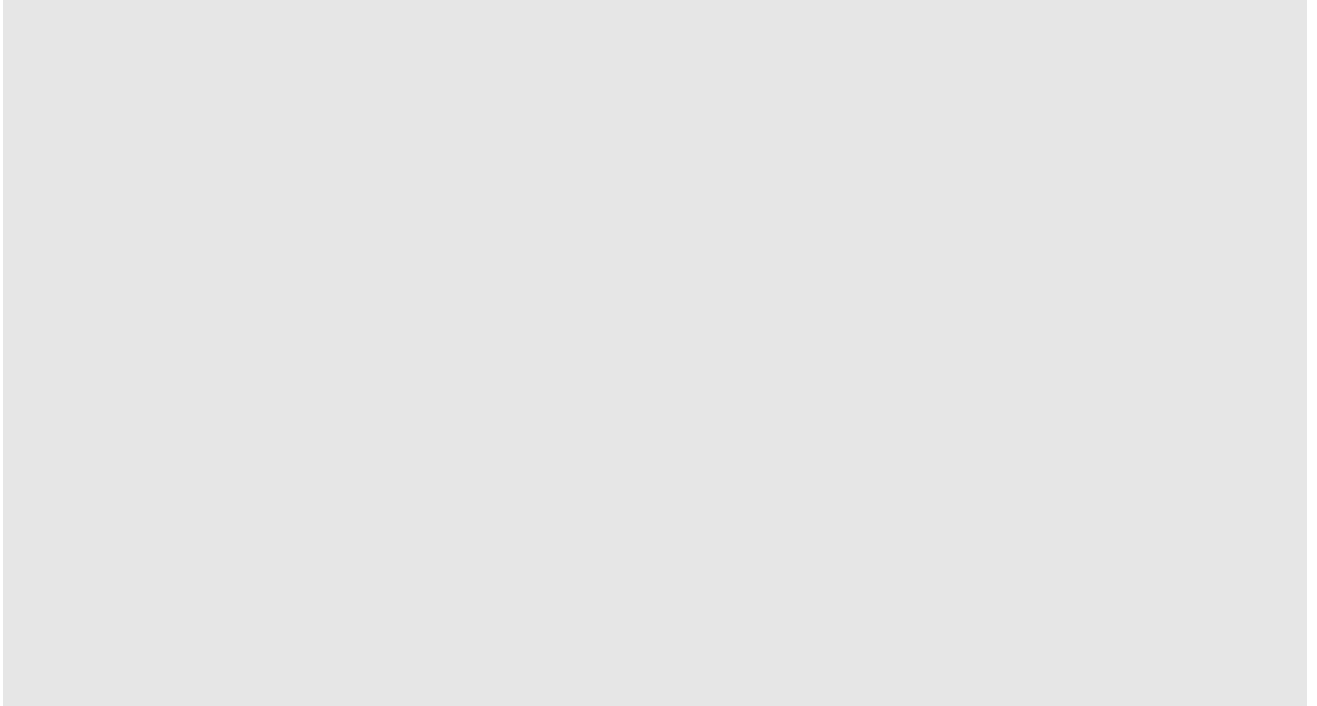
Many people who complete this introspection process are often astonished and pleasantly surprised by the extent of their strengths, skills and special gifts.

The realization of our special attributes helps us build our self-confidence as we face the challenges that will surface from time to time during our job search and our career transition. All we need to do when we feel frustrated or depressed is read our list of strengths, skills and special gifts in order to realize that we really have all the inner resources to make our dreams come true.

It may be useful for you to take a break of a day or two from the program in order to absorb what you have learned before moving on to the next chapter.

In the meantime continue to listen daily to the Managing My Life Deep Relaxation Exercise which you can access from page 19 of your course.

Notes and Actions From Chapter Three:



Chapter 4: Career Goal-Setting – Targeting Your Search

This chapter can be skipped altogether if you have decided to continue to work in the same field. On the other hand, if you have been thinking of changing your career direction, then completing this chapter is a must.

Welcome back. It's a good feeling to know your strengths, skills and motivators, and to feel confident about your work preferences when it comes to your future job.

The objective of the next step of the career planning program is to help you identify the numerous specific career options including self employment which you may want to consider.

The idea is to build an extensive list of possible career options without the normal limitations we tend to impose on ourselves. What we often do when we investigate a new or a different career possibility is react by saying:

- I don't have the skills.
- I don't have the educational background and I really don't want to go back to school.
- I am concerned about my ability to be self-employed.
- I've never done this before.

And we let our fears and negativity take over before we really investigate the option.

What you are asked to do here is be very open-minded. As you complete the exercises, just list the options that could be of interest without making any judgment at the time about your abilities or what you need to do in order to be qualified for this occupation. You will make that judgment in the future step when you reduce the options to the ones that best meet your needs.

In the process of expanding your career options, you will complete eight different exercises which will help you identify career ideas:

1. Related to your work history and education
2. From people you know who have meaningful careers
3. Based on your hobbies and interests
4. From products and services you use or like
5. From social causes/groups you identify with
6. From industry/service sectors that interest you
7. From a list that is provided to you in the program

Let's start this process by reviewing your current work history and education in order to determine that possible career options related to these.

1. Career Ideas Related to Your Work History and Education

It's now time to list the occupations/positions that you have held throughout your life as well as to review your educational background and qualifications.

Occupations/positions held throughout my life: (Start from the beginning, when you were in school)

Educational qualifications: (include any special courses, programs, which you have taken and excelled at)

As a result of your work experience and education, what are some of the occupations that you feel you are qualified to hold? (Include traditional as well as self-employment possibilities)

Among the ones listed above, which ones if any would interest you?

2. Career Ideas from People You Know Who Have Meaningful Careers

This exercise involves identifying people you personally know or know of, whom you believe to have a meaningful career for heart and spirit. The objective of this exercise is threefold. First, this process will lead you to develop a list of possible occupations and self-employment ideas to consider. Secondly, once you have determined what you want to do, one or more of these persons that you know could act as your mentor during your transition period. Thirdly, these individuals are likely to know a great number of people who are currently working within the "career direction" you will be identifying, and thus can help you by referring you to these contacts at some later time.

Name of individual you know or know of: **Occupation:**

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Occupations/self-employment ideas I would like to consider as a result of this exercise:

--

3. Career Ideas Based On Your Hobbies and Interests

Our hobbies, interests and activities can also lead us to new careers for our heart and spirit. Here are some examples of people who have successfully turned a strong interest into a meaningful and successful career.

Marg

Marg, who lives in Georgia and loves nature, is an avid bicyclist. She cycles at least 30 miles, four to five times a week as part of her exercise routine. Janet had been working as an accounting clerk for five years and was no longer stimulated by her work. She did not know what she wanted to do but knew that she had to make a change.

After listing her numerous options and talking to a lot of people, she had the inspiration to organize weekend cycling getaway tours, while she continued with her regular job. This occupation allowed her to share her love of nature and cycling with others while making some additional income. It took Marg two years to turn her part-time occupation into a full-time job. Her income has also increased considerably, but most importantly, she now has a wonderful career.

Larry

Larry had always been a great cook and he especially enjoyed entertaining friends and preparing gourmet meals for them. His wife, Jenny, was also an excellent hostess who enjoyed being with people and had a natural ability for making new friends. When Larry lost his corporate position as a quality control manager, he could easily have remained employed in that same field as the demand for individuals with his experience was very high. Instead Larry and Jenny, who was employed as a legal secretary, used the opportunity to reconsider what they really wanted to do. After listing more than 30 career options, they eventually moved to a smaller community in upstate New York, where Larry was born, and converted a large, 7,000 square foot home into a six-bedroom bed and breakfast with a small gourmet restaurant open only for dinner.

Larry and Jenny worked very hard in the first three years but their new venture was successful, and they enjoyed every minute of it. They were happy to greet and serve their guests and help make their stay a memorable and spiritually uplifting experience. Now that their business is successful, they have been able to employ the additional staff they need in order to lead a more balanced lifestyle.

Hobbies and Interests – Example List

On this page as well as the next one, you will find an example list of interests and activities which you can use to trigger your thinking. Identify in the space that follows the list, on the next page, the activities that you really enjoy and then identify possible career options which could relate to these interests in the space that follows.

For example, if one of your interests is playing tennis, career options could include: representing a line of tennis related products, working for or managing a tennis club, teaching tennis, or developing and promoting a tennis newsletter.

If you have an interest in travel, you could work for a travel agency, write travel-related articles for publication in newspapers and magazines, become a tour guide, produce and sell travel-related videos and documentaries, or work in the tourism department of your state, province, or country.

- | | | |
|---------------------------------|-----------------------------------|----------------------------------|
| • Acting | • Astrology, horoscopes | • Astronomy |
| • Musical concerts and choirs | • Attending plays | • Going to the movies |
| • Attending horse races | • Visiting art galleries | • Attending sports activities |
| • Attending auto races | • Auto mechanics | • Billiards, pool |
| • Bingo | • Bird watching | • Boating |
| • Calligraphy | • Camping | • Cards (bridge, cribbage...) |
| • Carpentry | • Chess | • Church or synagogue activities |
| • Club membership | • Collectibles | • Computers, Internet use |
| • Continuing Education | • Gourmet cooking | • Crafts |
| • Crossword puzzles | • Dancing | • Dining out |
| • Dinner parties - giving | • Dinner parties – attending | • Flying |
| • Fortune telling | • Gambling, casinos | • Visiting children/family |
| • Genealogy | • Guns, marksmanship | • House improvement |
| • Spiritual practices | • Learning a foreign language | • Lepidopterist |
| • Letter writing | • Meditation | • Model making (ships, etc.) |
| • Nature walks | • Numismatics (coin collecting) | • Painting |
| • Drawing | • Pet care | • Philately (stamp collecting) |
| • Photography (taking pictures) | • Picture restoring, frame making | • Playing a musical instrument |
| • Political party involvement | • Bicycling | • Pottery |
| • Sculpture | • Reading | • Recreational driving |
| • Singing in choir | • Snowmobiling | • Television watching |
| • Travel | • Visiting friends | • Writing poetry |
| • Wine making | • Beer making | • Writing stories |
| • Backstage theatre activities | • Aerobics | • Badminton |
| • Basketball | • Yoga | • Cross country skiing |
| • Curling | • Downhill skiing | • Hockey |
| • Football | • Gardening | • Golf |
| • Gymnastics | • Hiking | • Horseback riding |
| • Jogging | • Scuba diving | • Snorkelling |
| • Skating – ice | • Squash | • Swimming |
| • Tai Chi | • Tennis | • Track and field |

Hobby/Interest/Activity:

Possible Career Options

4. Career Ideas Based on Products and Services You Use or Like

Products and services that we use and appreciate can also lead us to ideas for new careers. They can also direct us to companies we might like to work for. In the following examples, Susan and Franco show us how they have turned their love for a service or a product into their full-time successful career.

Susan

At age 32, Susan had rejoiced with the experience of having her first child, but felt terrible about her body, because for the first time in her life she was noticeably overweight. She decided to try to lose the excess weight by registering at one of the weight loss programs advertised in her community.

Four months later, she lost the 30 pounds she needed to lose and felt fantastic about herself.

Subsequently, after much soul-searching, she decided to quit her administrative office position in order to help others in their struggle to lose weight. She started by working as a sales representative at the weight loss company where she lost so much weight, and within a year of completing intensive in-house training, she was promoted to the position of weight loss consultant.

Franco

As an executive with considerable responsibilities, Franco had been accustomed to working long hours. Nevertheless, in the last year or two when he came home, he was very tired and tended to settle in front of the TV right after a late dinner. Franco received a phone call one day from Jack, an old university friend whom he had not seen for a few years. Jack invited him to attend an evening meeting on nutrients and supplements.

After repeated phone calls and exhausting all possible reasons for refusing to attend the meeting, Franco finally agreed to attend and ended up buying some of the nutrients and vitamins. After taking them for a few weeks, Franco found that his energy level and overall sense of well being had improved considerably. That was also true for his wife, Kate, who had also tried them.

He decided to become a distributor of these multi-level marketing products. Franco started by building his organization on a part-time basis and was so successful that two years later, he resigned from his executive position in order to market the products full time.

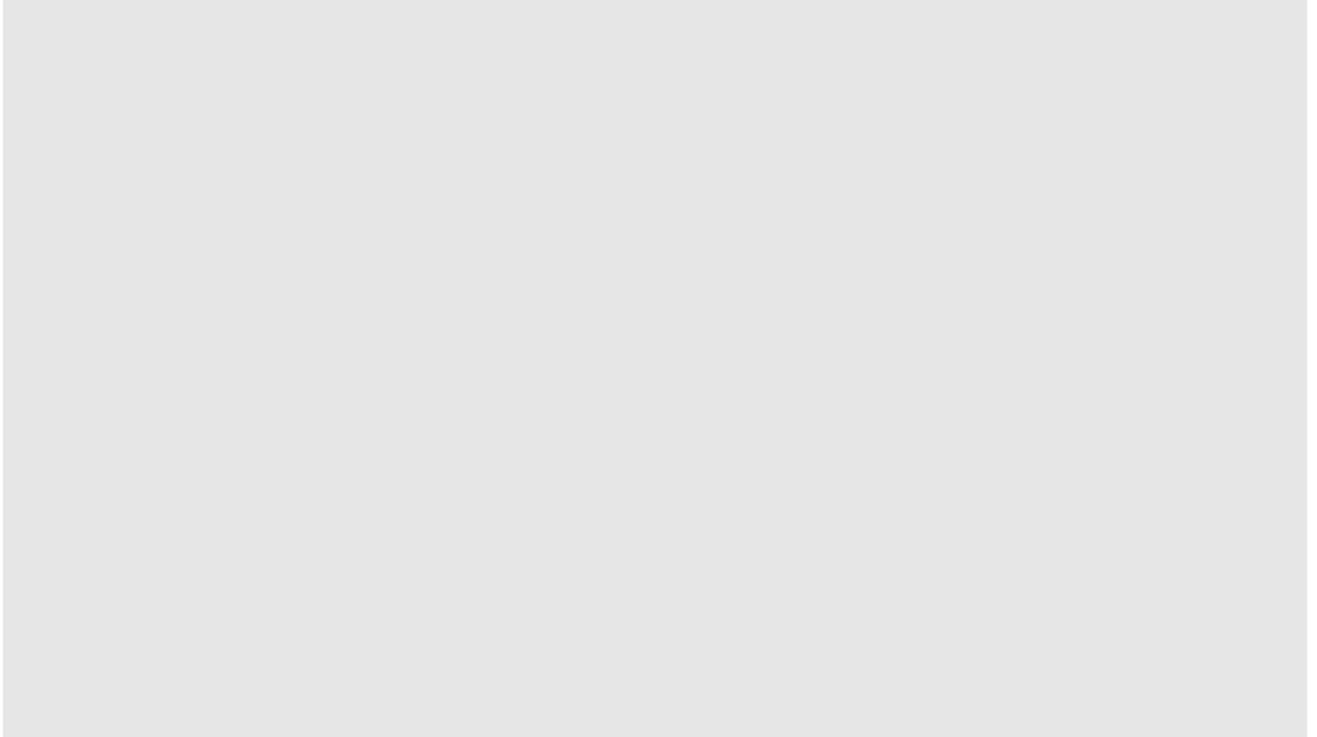
Exercise:

This exercise will help you identify the products which are most meaningful to you. List here ten products and ten services that you use regularly, or know of and really like. These can be related to health care, work, home, your family or to the activities you partake in.

Also rate the extent to which you feel the products and services have been beneficial to you, society, or the environment. *(Highest rating 1 and lowest rating 5)*

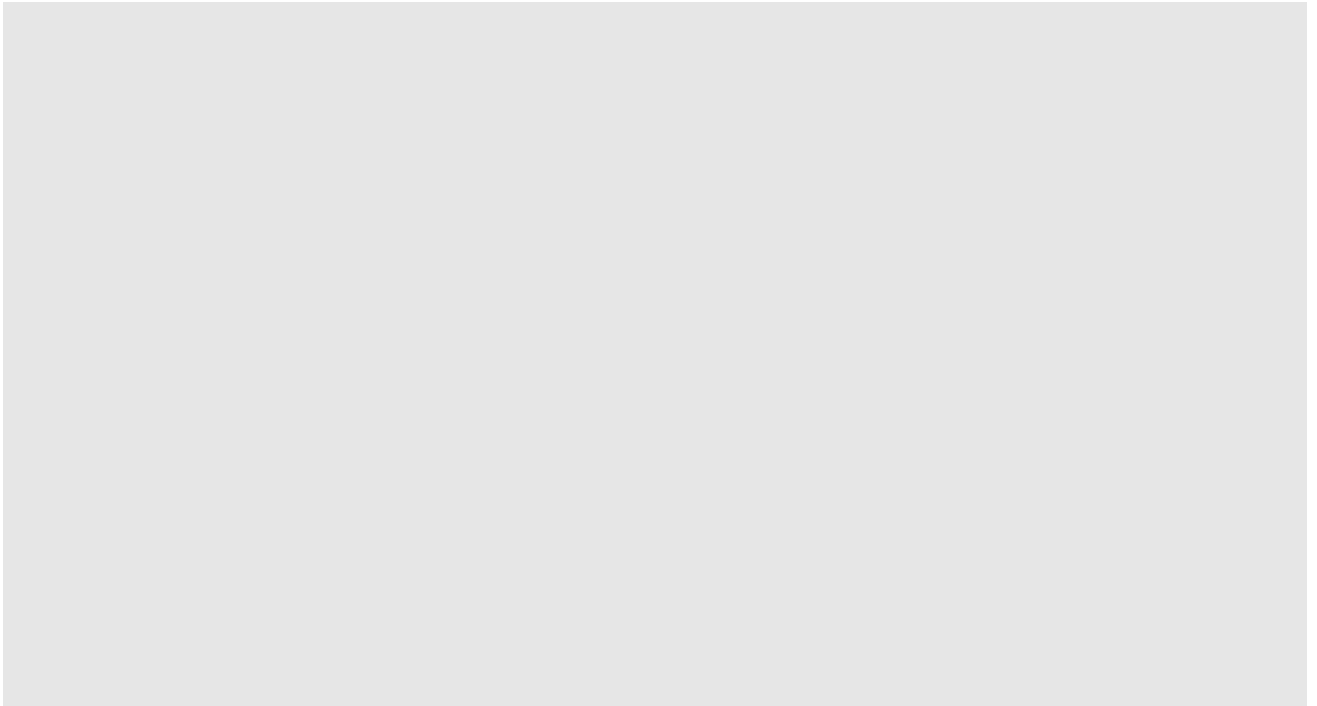
Product (include the name of the manufacturer where appropriate):

Your Rating:

A large, empty gray rectangular box intended for the user to provide details about the product and their rating.

Service (by name of provider where appropriate):

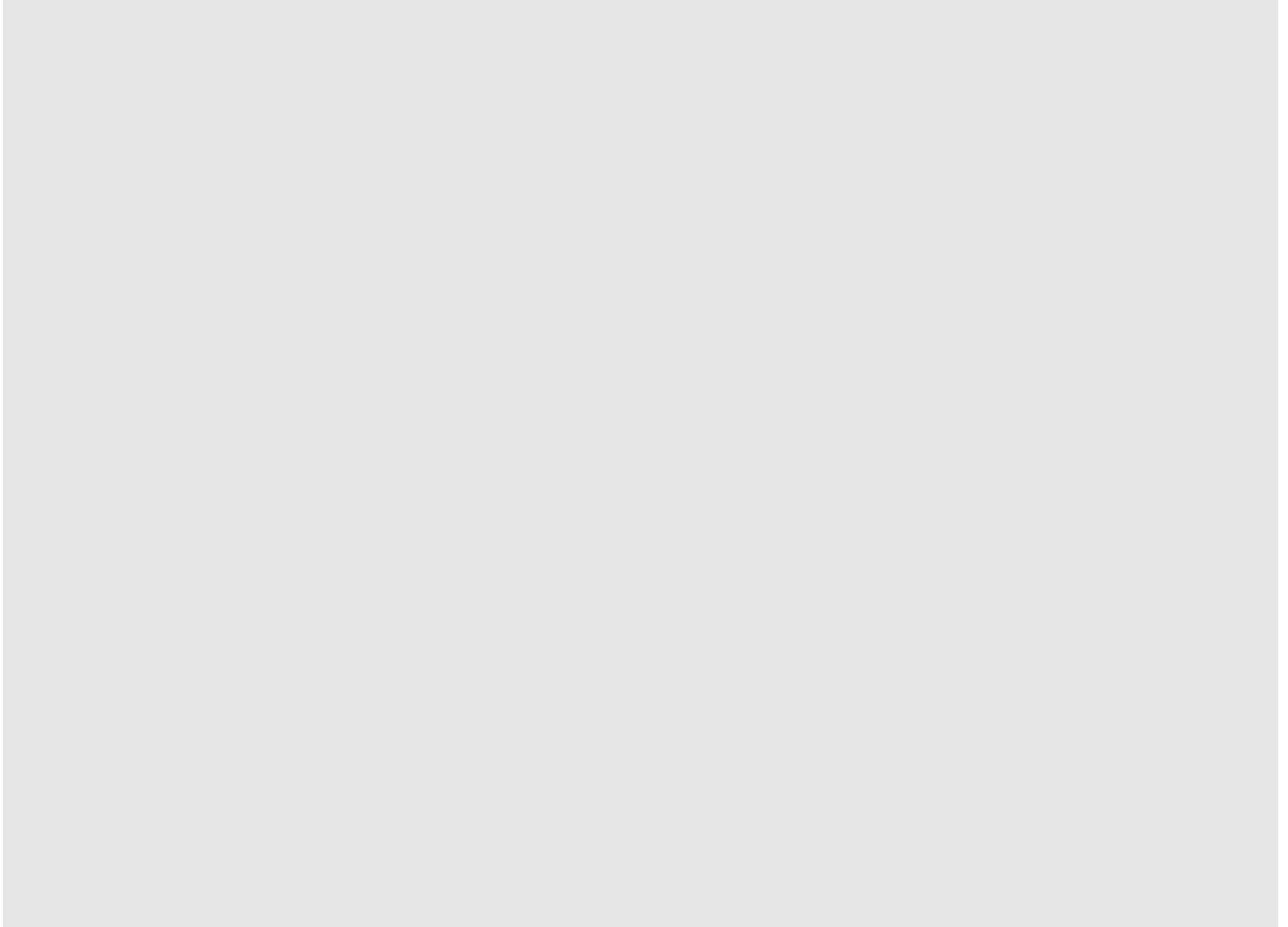
Your Rating:

A large, empty gray rectangular box intended for the user to provide details about the service and their rating.

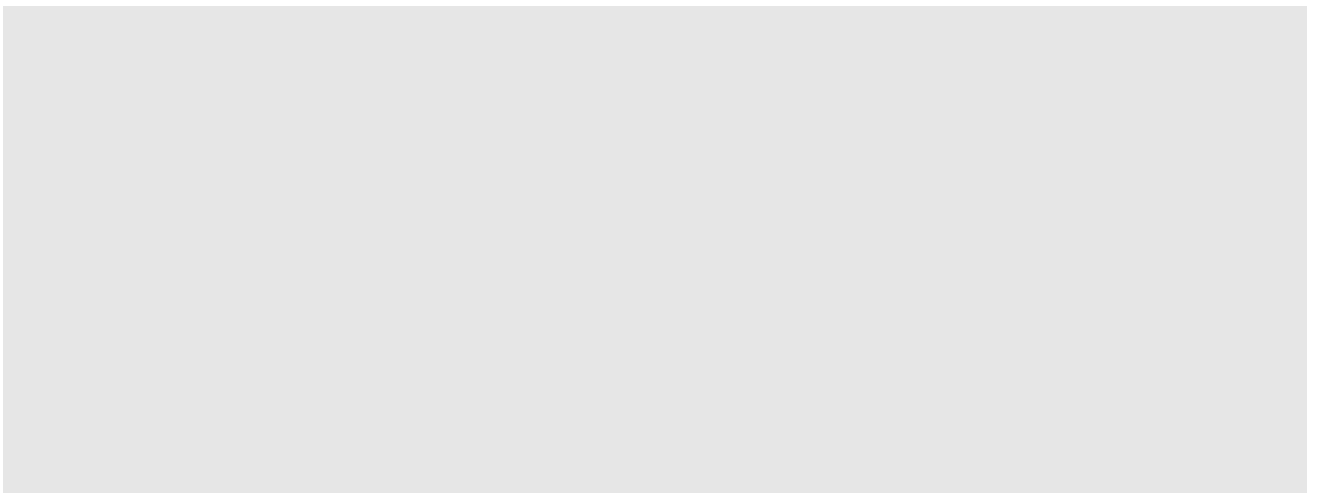
Now look at the products and services you rated 1 or 2. What are some of the career ideas which come to mind when you think of these?

Product and Service Rated 1 or 2:

Possible Career Options:



List below the career options which could really interest you from the ones listed above:

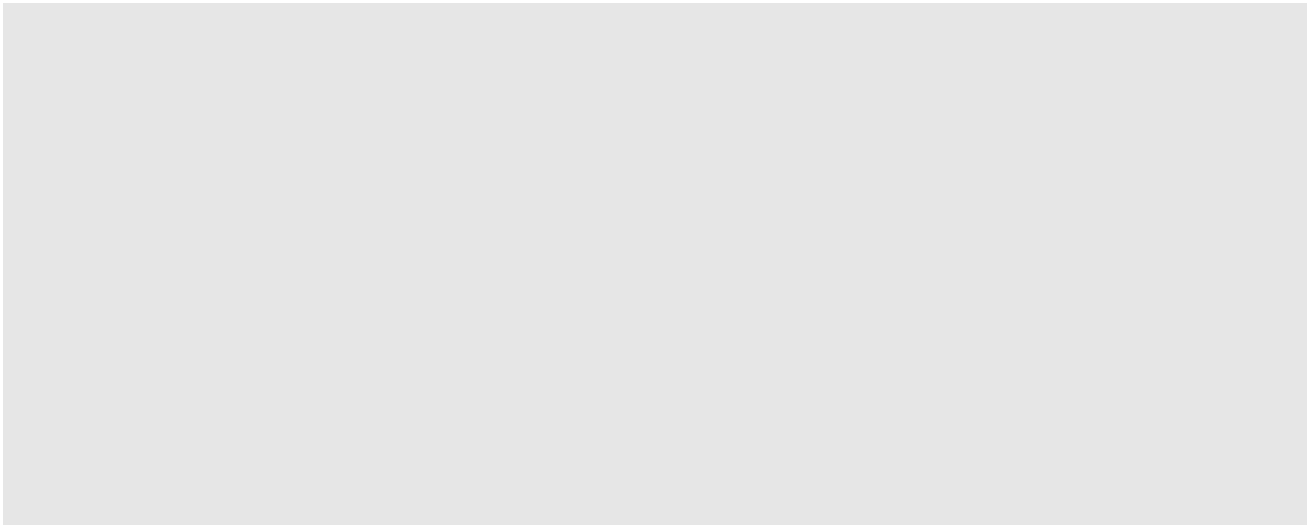


5. Career Ideas Related to a Social Cause or Group You Support

This exercise will help you identify social causes/groups you find especially meaningful and possible careers that you may consider which are related.

Let's assume that you won \$10 million in the lottery and that you decided to dedicate five of the \$10 million to five or more social causes that you are concerned with in your community, in society or in the world. Who would you like to help with your money? Example causes/groups: Cancer Society, Red Cross, hospitals, food banks, Children's Aid Society, Big Brothers, Big Sisters, Greenpeace, distress centers, rape crisis centers, symphonies, theatre companies, Special Olympics, Street Kids International, UNICEF, the Humane Society, the National Institute for the Blind and many others. List below the causes/groups you would like to help.

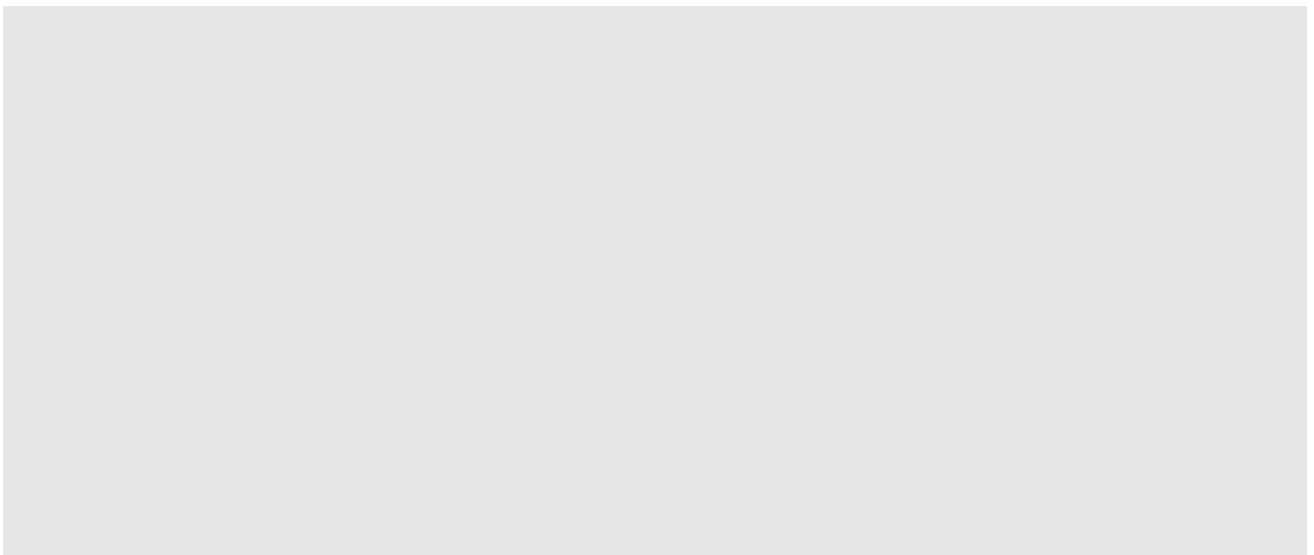
Social Causes/Groups



Identify here any career ideas that could interest you if you were to work for these causes and/or groups.

Social Causes/Group:

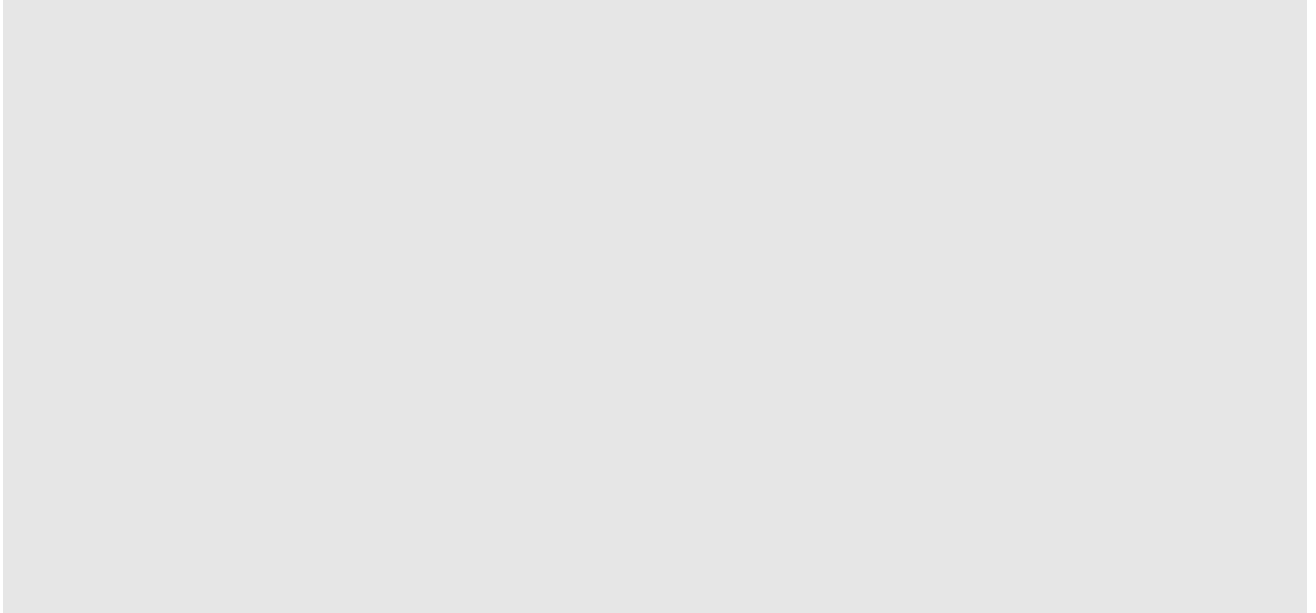
Career Ideas:



6. Career Ideas from Industry or Service Sectors Which Interest You

Are there any industry or service sectors that interest you? Examples could include education, health care, insurance, retail or government. If so, list these here.

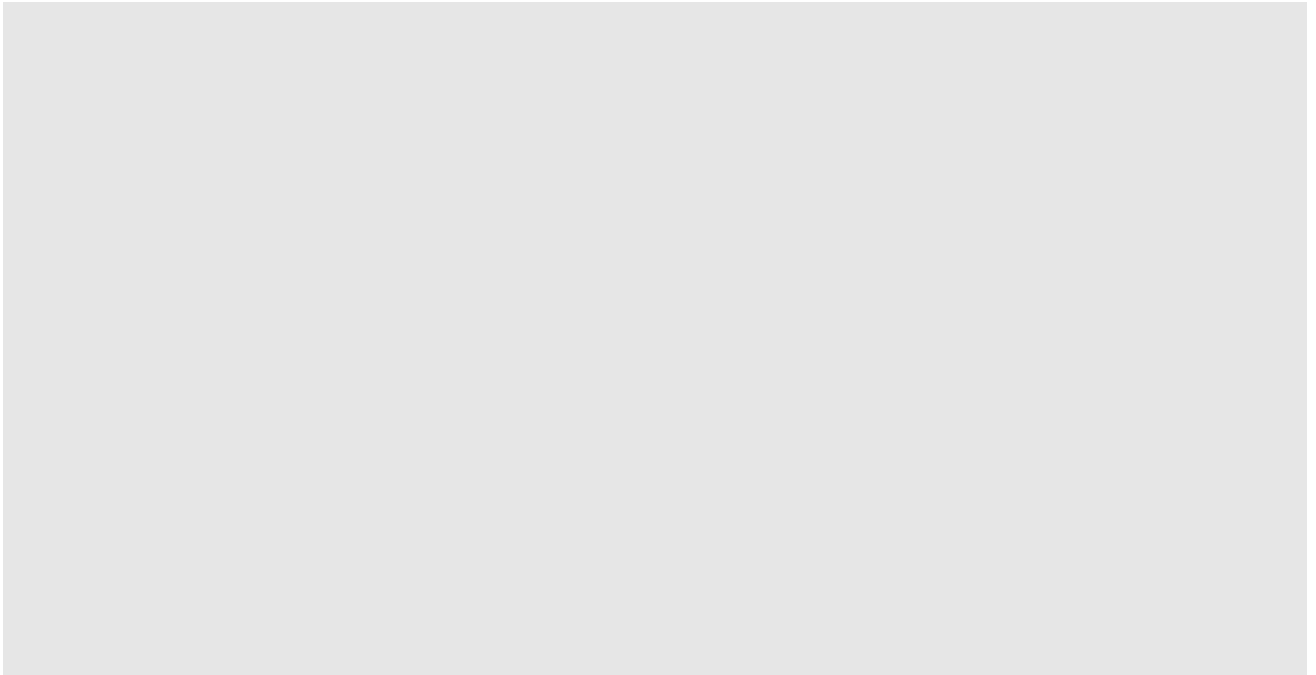
Industry/Service Sectors:



Identify here any career ideas that could interest you if you were to work for this sector.

Industry/Service Sectors:

Career Ideas:



7. Career Ideas from Lists We Have Provided

I have prepared in this section a list of possible occupations that fall into the following 6 different career directions.

- a) Help heal Others Physically or Emotionally
- b) Teach, Educate, Coach and Inspire Others
- c) Help Improve Living Conditions on Earth through Science and Research
- d) Express the Beauty of Creation
- e) Bring Justice and Fairness by Exercising Leadership
- f) Play an important support role.

When completing this exercise, you need to work with only the lists for the career directions you feel suit you best from among the six listed.

As you go down these lists and read the name of a job title or self-employment occupation that you are not familiar with, but find it sufficiently intriguing to investigate before making a decision, look the job up first in the Dictionary of Occupational Titles and the Occupational Outlook Handbook, which are both U.S. government publications and which you should find at your library or by researching the Internet. In Canada the same information is available in the National Occupational Classification and on the Internet.

If you are still having difficulty with your research, you might ask a librarian for help.

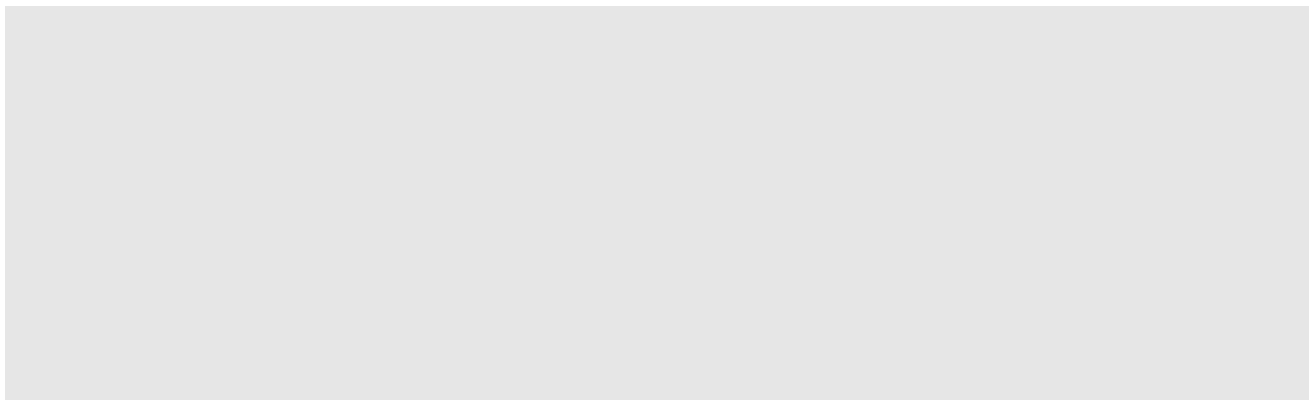
Career Direction

1. Help Heal Others Physically or Emotionally

Job Title	Job Title	Job Title
School psychologist	Counsellor	Counselling psychologist
Clinical psychologist	Surgeon	Dentist
Psychiatrist	General Practitioner	Reflexologist
Substance abuse counsellor	Rehabilitation counsellor	Career counsellor
Marriage and family counsellor	Psychotherapist	Orthodontist consultant
Dance therapist	Nurse consultant	Bio-feedback
Pharmacist	Dietician	Midwife
Physical therapist	Dental hygienist	Chiropractor
Clergy member	Optometrist	Music therapist
Vitamins/nutrients consultant	Business optical products	Business in sleep disorder products
Art therapist	Registered nurse	Osteopathic physician
Massage therapist	Healer	Herbalist
Speech pathologist	Social worker	Child care worker
X-Ray technician	Paramedic	Pathologist
Dermatologist	Physiotherapist	Community service worker
Hair replacement consultant	Support care worker	Ambulance attendant Orthotic/prosthetic
technician	First aid attendant	Homeopath
Naturopath	Acupuncturist	Parapsychologist
Denture therapist	Respiratory technician	Voice pathologist
Oral pathologist	Parasitologist	Nutrition consultant
Audiologist	Surgical technician	Foster parent
Shiatsu therapist	Physician assistant	Employee assistance consultant
Organizational psychologist	Chiropractor assistant	Paediatric assistant
Career transition consultant	Optometric assistant	Surgical technician
Transplant coordinator	Dietician	Occupational therapy assistant
Medical record technician	Dental assistant	Criminologist
Owner: spa business	Owner: yoga retreat	Acupressurist
Stress management consultant	Psychic reading	Owner: water purification business
Owner: magnets business	Owner: adoption agency	Selling products to kill parasites
Owner: drug store business	Owner: weight loss center	Owner: mobility product business
Owner: fitness center	Owner: Seniors Group Home	Owner: hearing aid products business
Owner: air purification business		

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest



2. Teach, Educate, Coach and Inspire Others

Job Title

Instructor business education
 Instructor physical education
 Teacher—vocational training
 College professor
 Teacher hearing impaired
 Flying instructor
 Foreign student advisor
 Workshop facilitator
 Teacher emotionally impaired
 Elementary school teacher
 Teacher — photography
 Spanish teacher
 German teacher
 Music teacher
 Teacher assistant
 Library assistant
 Machinery instructor
 Speech pathologist
 Counselling psychologist
 Career counsellor
 Bio-feedback consultant
 Psychotherapist
 Physical therapist
 Dance therapist
 Athletic coach
 Owner: fitness center
 Owner: yoga retreat center
 Owner: seniors group home
 Owner: disabled group home
 School psychologist
 Owner: magnets business
 Educational toys retailer
 Private home day care centre

Job Title

Teacher secondary school
 Teacher—industrial arts
 University professor
 Teacher preschool
 Training coordinator
 Teacher aide
 Rehabilitation therapist
 Motivational speaker
 Spiritual leader
 Science teacher
 Math teacher
 French teacher
 Art teacher
 Yoga instructor
 Day care assistant
 Librarian
 Nanny
 Speech therapist
 Sales trainer
 Missionary
 Psychiatrist
 Dietician
 Music therapist
 Art therapist
 Owner: drug store
 Owner: spa
 Health insurance sales
 Events organizer
 Psychic reader
 Foster parent
 Math tutor
 English tutor
 Software instructor

Job Title

Teacher — adult education
 Teacher — physically impaired
 Teacher—learning disabled
 Teacher kindergarten
 Teacher visually impaired
 Instructor, correspondence school
 Designer training programs
 Stress management consultant
 Computer software instructor
 Cooking instructor/teacher
 Start-your-own business instructor
 English SL instructor
 Home economics teacher
 Early childhood educator
 Parks and recreation instructor
 Auto mechanic instructor
 Vocational rehabilitation counsellor
 Owner: water purification business
 Substance abuse counsellor
 Marriage and family counsellor
 Owner: air purification business
 Owner: hair replacement business
 Owner: weight loss center
 Owner: computer learning center
 Owner: mobility product business
 Owner: hearing aid products business
 Owner: sleep disorder products business
 Owner: optical products business
 Owner: vitamins/nutrients business
 Distributor: parasites products
 Pre-school care facility business
 Aerobics fitness instructor
 Owner: dating service business

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest

3. Help Improve Living Conditions on Earth through Science and Research

Job Title	Job Title	Job Title
Geophysicist	Geologist	Atomic and molecular physicist
Physicist	Biologist	Programmer /systems analyst
Chemist	Acoustics physicist	Prosthetist
Seismologist	Meteorologist	Astronomer
Veterinary	Forest ecologist	Quality assurance analyst
Petrologist	Mineralogist	Biochemist
Poultry scientist	Agronomist	Forester
Agriculturist	Botanist	Environmental researcher
Parasitologist	Pharmacologist	Data communications analyst
Zoologist	Cytologist	Computer security specialist
Entomologist	Soil Scientist	Database design analyst
Horticulturist	Plant pathologist	Quality control engineer
Micro-biologist	Animal scientist	Dairy scientist
Soil conservationist	Histopathologist	Toxicologist
Food technologist	Actuary	Electrical engineer
Automotive engineer	Mechanical engineer	Tool designer
Industrial engineer	Systems engineer	Aeronautical engineer
Electronics engineer	Civil engineer	Hydraulic engineer
Forest engineer	Metallurgical engineer	Time-study engineer
Chemical engineer	Nuclear engineer	Draftsperson
Land surveyor	Architect	Landscape architect
Mining engineer	Petroleum engineer	Marine biologist
Mathematician	Manufacturing engineer	Sociologist
Social scientist	Economist	Education research consultant
Medical research scientist	Railroad engineer	Tool and die maker
Anthropologist	Mine surveyor	High tech. equipment business
Clinical research business	Engineering consultant	Medical equipment business
Environmental consultant	Apiculturist	Environmental products business

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest

4. Express the Beauty of Creation

Job Title

Travel guide
Landscape gardener
Photographer
Film producer
Pianist
Singer
Sound mixer
Composer
Florist
Illustrator
Fashion designer
Set designer
Film editor
Architect
Art teacher
Cartoonist
Tailor
Novelist
Dance Instructor
Travel agent
Anthropologist
Orchestra conductor
Clown
Musician
Museum curator
Wedding videographer
Owner: advertising agency

Job Title

Flight attendant
Dancer
Actor/actress
Film director
Music publisher
Audio-technician
Sound editor
Piano tuner
Farmer
Art critic
Art historian
Window decorator
Jeweller
Cinematographer
Display designer
Photojournalist
Literary writer
Book critic
Illustrator
Choreographer
Painter
Comedian
Choral director
Camera operator
Owner: art gallery
Florist
Proof-reader

Job Title

Tourist information officer
Broadcasting producer
Musical instrument maker
Private music teacher
Owner: ceramic pottery business
Lyric/song writer
Owner: greeting cards business
Music critic
Graphic designer
Film critic
Make-up artist
Interior designer
Furniture designer
Cartographer
Desktop publisher
Tourism consultant
Playwright
Owner: lawn and garden care business
Scenic artist
Mime artist
Park superintendent
Owner: picture framing business
Owner: desktop publishing business
Costume designer
Owner: antique shop
Owner: nursery
Owner: pet raising business

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest

5. Bring Justice and Fairness by Exercising Leadership

Any position which establishes policies, or has direct responsibilities or decision-making over others.
Any self-employment opportunity/business which helps people improve their lives.

Job Title	Job Title	Job Title
Newspaper publisher	Politician	Director, employee relations
Politician	Lawyer	Compensation manager
Recruiter	Director, day care center	Vice-President, human resources
Director, day care center	Vice-president, finance	Investment advisor
Chief engineer	Project manager	Director, nursing service
Chief surgeon	School principal	Director of admissions
Academic dean	Library director	College or university registrar
Athletics director	Executive producer	Advertising manager
Treasurer	Sales director	Public relations manager
Chief editor	Production manager	Computer operations manager
School superintendent	Team leader	Customer service manager
Vice-president, sales	Chief engineer	Internal security manager
Financial planning consultant	Bank manager	Food bank operations director
Arbitrator	Management consultant	Counselling services manager
Restaurant owner	Chief buyer	Manufacturing director
Police officer	Probation officer	Senior government official
Prison warden	Chief of police	Senior executive of a company
Owner: auto repair business	Owner: weight loss center	Owner: mobility product business
Owner: fitness center	Owner: disabled group home	Owner: hearing aid business
Owner: seniors group home	Owner: child care facility	Owner: optical products business
Owner: bed and breakfast	Owner: office cleaning service	Owner: carpet cleaning business
Owner: mail order business	Private investigator	Owner: dating service
Owner: courier business	Retail shop owner	Senior home assistance service
Owner: flea market business	Owner: car rental business	Owner: telemarketing business
Owner: convenience store	Owner: employment agency	Owner: computer training center

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest

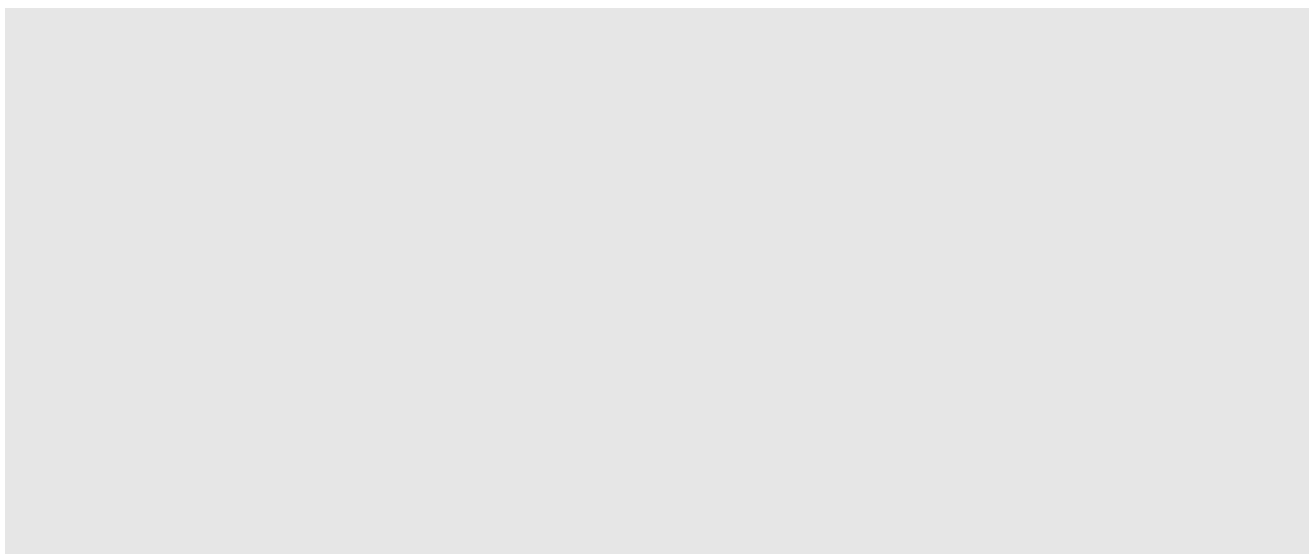
6. Play an Important Support Role / Be an Example of Service

Individuals playing a support role in organizations which offer products and services that help people genuinely improve their lives.

Job Title	Job Title	Job Title
Travel guide	Dental assistant	Tourist information officer
Physician assistant	Physical therapy assistant	Engineer assistant
Optometric assistant	Chiropractor assistant	Paediatric assistant
Nanny	Occupational therapy assistant	Teacher assistant
Day care assistant	Library assistant	Customer service representative
Secretary	Retail sales clerk	Buyer assistant
Farmer	Soil conservation aide	Police officer
Firefighter	Drafter	Machinery set-up person
Landscape aide	Machinery parts clerk	Sales representative
Barber	Hair stylist	Beauty salon attendant
Manicurist	Massage therapist	Construction worker
Buyer	Boat repairer	Antique furniture restorer
Assembler	Cabinet maker	Picture framer
Furniture maker	Taxi driver	Auto mechanic
Electrician	Welder	Electronics repair specialist
Millwright	Parts department attendant	Customs inspector
Motor vehicle inspector	Transmission specialist	Shipping and receiving clerk
Small appliance repairer	Medical technologist	Radiology technologist
Undertaker	Nursing assistant	Radiation therapy technologist
Gardener	Office clerk	Cardiac monitor technician
Underwriter	Lab technician	Cardio-pulmonary technologist
Stress test technician	Air traffic controller	Public relations agent
Librarian	Waiter/waitress	Dark room technician
Caterer	Cook	Ultrasound technician
Chef	Denture technician	Special procedures technologist
Nursery aid	Realtor	Social work assistant
Flight attendant	Interpreter	Aircraft mechanic

Occupations of interest within this category, *including* occupations not listed above:

The ones you believe are of definite or at least possible interest



Interesting Career Possibilities from Exercises 1 to 7

Review Exercises 1 to 8 and decide in your heart which careers you would like to give further thought to. List these possible careers ideas here.

1. Career Ideas Related to Your Work History and Education

2. Career Ideas from People Whom You Know or Know of to Have Meaningful Careers

3. Career Ideas Based on Your Hobbies and Interests

4. Career Ideas Based on Products and Services You Use or Like

5. Career Ideas from Social Causes / Groups You Identify With

6. Career Ideas from Industry or Service Sectors Which Interest You

7. Career Ideas from the Lists Provided to You.

Conclusion

Very good! This has been a long process through which I hope you have identified a number of possible occupations that you may not have considered in the past. If you feel you want to identify more options before we start reducing them, you can use the following reference sources for additional ideas:

Traditional Occupations:

- Dictionary of occupations (at your library or on the Internet);
- Newspaper classified ads for job title ideas;
- The Internet;

Use your favourite search engine and look for "job listings" and/or careers. You can also type in Dictionary of Occupations.

Self-Employment:

- Start-your-own business style magazines;
- Entrepreneur magazines;
- Franchise magazines;
- Newspaper business opportunities ads — for ideas;
- The Internet;

Use your favourite search engine and look for "franchise or self-employment" for ideas.

As you read through the lists of traditional occupations, self-employment or franchise opportunities, identify any ideas that grab your interest and add them to your existing list.

This completes the Expanding Your Careers Options segment of this chapter.

We will now look at ways to further reduce these options to a more manageable 12 career options.

Reducing the Career Options

Part One - Reducing Career Options to 12 Ideas

Good. It's now time to prepare on the next page of your workbook a list of criteria that will help you decide which career options will suit you best. This process will help you reduce your list of career options to a maximum of twelve — the ones that best meet these criteria. Your criteria consist of the 16 special gifts, strengths and skills you feel you **MUST** continue to use in your new career, chosen from among the ones you identified for yourself in Chapter 3 of this program.

Transfer them now in the appropriate space on the next page of this document. Now take another look at your list of strengths and skills in Chapter 3, and transfer in the appropriate space on the next page up to 12 of the ones you feel you would prefer to continue to use in your new career.

Finally list in the appropriate space on the next page the four key motivators you identified for yourself.

Once you have completed transferring the requested information, you will evaluate each of the career options you are considering by entering on the top of the page one at a time, the different occupations you identified in Chapter 4.

For each occupation, you should then rate the degree to which you feel the occupation will use the special gifts, strengths, and skills based on the point scale indicated for the must have and would like to have categories. Also do the same for the motivators.

Then print the form with each completed evaluation, then delete your ratings, and enter a new occupation at the top of the page for evaluation, which you will then rate.

Continue with that process until you have evaluated all the career options you are considering.

Compare the different ratings from all the career options after they have been all evaluated and select up to 10 or 12 occupations – the best twelve – which you will then be researching more thoroughly.

Career Options – Decision-Making Criteria

For Each Career Option Previously Identified: _____

Part One

Sixteen Special gifts, strengths and skills *I feel I MUST use*: (Chapter 4)

Rating schedule: Very high 5 points High 3 points Acceptable 1 point

	Rating		Rating
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Additional Strengths and skills *I would prefer to use*: (Chapter 4)) Rating schedule: Very high 2 points High 1 point

	Rating		Rating
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Four Motivators *I must consider*: (Chapter 4) Rating schedule: Very high 2 points High 1 point

	Rating		Rating
_____	_____	_____	_____
_____	_____	_____	_____

Overall Total _____

Print your evaluation of each career option before beginning the evaluation of a new option. Compare the different ratings from all the career options after they have been all evaluated and make the decision accordingly.

Decision: No further interest _____ Possible option, proceed with additional research _____

Conducting In-Depth Research

Good. Now that you have narrowed down your career and self-employment options to ten or twelve options it's time to conduct in-depth research on those selected occupations. By the end of your research you will want to be able to answer the following questions for each of the occupations/self-employment possibilities:

- What am I likely to like most about this work?
- What am I likely to like least about this work?
- Who will I be working for? How does this compare to my preferences?
- Who will I be mostly working with? How does this compare to my preferences?
- What are the skills which I may need to develop?
- What kind of specific training will I need to complete?
- How long will it take me to become qualified?
- Can I work while completing that training or will I have to resume my studies on a full-time basis?
- What will the cost of the training/tuition be?
- Will I have to move to a different location in order to complete the training or is the training available locally? Are there expenses I should consider?
- What kind of income will I make when I start this new occupation? How does this income compare to my minimum needs?
- What kind of income will I make within two years? Five years?
- What is the likely location of the work? How does this compare to my preferences?
- What are the likely hours of work? How does this compare to my preferences?
- If the career option involves starting a business, what kind of investment will I need to make?
- What can I do if I really wanted to proceed with this particular option, and my financial situation seems very limiting?

Your extensive research will consist of interviewing (on the telephone or in person) 3 or more individuals who work in each of the occupations/self-employment opportunities that you are investigating. It's very important that these individuals who you talk to are ones who generally enjoy their work and career and have a positive outlook on life.

While they may be giving you the "hard facts" about their occupation, they must do it in a positive way and must not discourage you from seriously considering the option because they, themselves, tend to be overly negative. Make it a point to discount any interviews you conduct with individuals you feel were overly negative.

You will also gather information from professional associations and educational institutions which provide training in the career options that interest you. In the next section we will consider how one goes about identifying and talking to people who are employed in career options we are considering.

Your Network of Contacts

There are two ways that we can identify the people we want to talk to. The first and best way is to use or further develop your existing network of contacts.

Contacts are individuals who are willing to take time to help provide you with the valuable information you seek. When most of us begin to think about contacts, we usually scratch our heads and say to ourselves: "I just don't know very many people. And I certainly don't know many individuals who are in a position to help me. The only people I usually spend time with are work associates, friends and family members."

Now, let's take a minute to think about this. You're a typical individual. Suppose I were to come to you and say: "I need to speak to an English as a second language instructor (ESL)." Who do you know who is an ESL instructor? You would probably answer "Nobody." However, you probably know individuals who are in contact with or who know ESL instructors. Go ahead and think about it. Could you think of someone to suggest? Take a minute to see if you can.

I am sure you can think of someone who might be able to help me. If you can't, then you probably are not trying very hard. Let's think about this again. First, you may have friends or neighbours who are originally from a different country and had to learn English when they arrived. They are likely to know or know of an ESL instructor. Some of your friends and their children may also know individuals who are originally from a different country and had to learn English.

It's likely they would know someone. Once you start thinking about it, I'll bet you could give me the names of three people, all of whom would be useful for me to talk to. In fact, you could probably give me the names of three people if I told you I wanted to meet a social worker, a lawyer, or a computer programmer. If you are willing to take the time, you can do it, and if you can do it for me, others can do it for you.

The important thing to remember is that everybody you know can be helpful to you. So now it's time to make a list of every contact you can think of. This is one of the most important steps in researching your career options. Once you have your list, we will discuss techniques to elicit their help.

Making The List

This exercise is divided into two steps. The first step is to list the names of all the people you know. Don't worry about e-mail addresses and telephone numbers; you'll do this in step two. Just list the names.

This exercise may be lengthy, but be sure to give it all the time it needs. You'll want as long a list as possible.

You will gather the names of these people under two separate headings. The first list should include your friends, relatives, and acquaintances whom you like or whom you frequently see. These could be friends from **different schools you've attended**, or **from different jobs** you've held. They can be individuals with whom you socialize or share a hobby. They are your friends or acquaintances and naturally, they will want to help. Within your workbook on the next pages, you will find spaces for 50 names on this list under the heading Friends and Acquaintances. If you have more names to add, use another piece of paper or in an Excel or Word file. List the names first and then gather the phone numbers and, if needed, the addresses later (in step two).

Once you have listed 50 or more of your closest friends and acquaintances, expand the list and add the names of people with whom you may not have as much contact. These can include former teachers, classmates, people on your Christmas/Hanukkah card mailing list, people in your personal address book, your doctor and dentist, your family's accountant, plumber, electrician, insurance salesperson, people you met on a vacation, people you worked with in a previous job, people you know from your place of worship, friends in your social media accounts – Facebook, LinkedIn, Twitter, and so on. Enter these names on the list under the heading Other People. If you have more names to add, use another piece of paper or in an Excel or Word file.

Again, list the name first and then gather the phone numbers and, if needed, the e-mail addresses later (in step two).

Go ahead and do this now.

Friends and Acquaintances

Name	Telephone	E-mail address (Optional)
1.	Personal Work	
2.	Personal Work	
3.	Personal Work	
4.	Personal Work	
5.	Personal Work	
6.	Personal Work	
7.	Personal Work	
8.	Personal Work	

Name	Telephone	E-mail address (Optional)
9.	Personal	
	Work	
10.	Personal	
	Work	
11.	Personal	
	Work	
12.	Personal	
	Work	
13.	Personal	
	Work	
14.	Personal	
	Work	
15.	Personal	
	Work	
16.	Personal	
	Work	
17.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
18.	Personal	
	Work	
19.	Personal	
	Work	
20.	Personal	
	Work	
21.	Personal	
	Work	
22.	Personal	
	Work	
23.	Personal	
	Work	
24.	Personal	
	Work	
25.	Personal	
	Work	
26.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
27.	Personal	
	Work	
28.	Personal	
	Work	
29.	Personal	
	Work	
30.	Personal	
	Work	
31.	Personal	
	Work	
32.	Personal	
	Work	
33.	Personal	
	Work	
34.	Personal	
	Work	
35.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
36.	Personal	
	Work	
37.	Personal	
	Work	
38.	Personal	
	Work	
39.	Personal	
	Work	
40.	Personal	
	Work	
41.	Personal	
	Work	
42.	Personal	
	Work	
43.	Personal	
	Work	
44.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
45.	Personal Work	
46.	Personal Work	
47.	Personal Work	
48.	Personal Work	
49.	Personal Work	
50.	Personal Work	

Other People You Know

Name	Telephone	E-mail address (Optional)
1.	Personal Work	
2.	Personal Work	
3.	Personal Work	
4.	Personal Work	
5.	Personal Work	
6.	Personal Work	
7.	Personal Work	
8.	Personal Work	

Name	Telephone	E-mail address (Optional)
9.	Personal	
	Work	
10.	Personal	
	Work	
11.	Personal	
	Work	
12.	Personal	
	Work	
13.	Personal	
	Work	
14.	Personal	
	Work	
15.	Personal	
	Work	
16.	Personal	
	Work	
17.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
18.	Personal	
	Work	
19.	Personal	
	Work	
20.	Personal	
	Work	
21.	Personal	
	Work	
22.	Personal	
	Work	
23.	Personal	
	Work	
24.	Personal	
	Work	
25.	Personal	
	Work	
26.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
27.	Personal	
	Work	
28.	Personal	
	Work	
29.	Personal	
	Work	
30.	Personal	
	Work	
31.	Personal	
	Work	
32.	Personal	
	Work	
33.	Personal	
	Work	
34.	Personal	
	Work	
35.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
36.	Personal	
	Work	
37.	Personal	
	Work	
38.	Personal	
	Work	
39.	Personal	
	Work	
40.	Personal	
	Work	
41.	Personal	
	Work	
42.	Personal	
	Work	
43.	Personal	
	Work	
44.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
45.	Personal	
	Work	
46.	Personal	
	Work	
47.	Personal	
	Work	
48.	Personal	
	Work	
49.	Personal	
	Work	
50.	Personal	
	Work	

Now What?

Now that you have your list of personal contacts, proceed with step two by completing the remaining information on the list. If you have difficulty locating a person's telephone number because you have not been in contact with him or her for some time, just skip the name. Try to track down the missing telephone numbers over the next few days. Make note of the complete address of each contact, because you will want to send a thank-you note to every person you talk to, especially the individuals who have been very helpful.

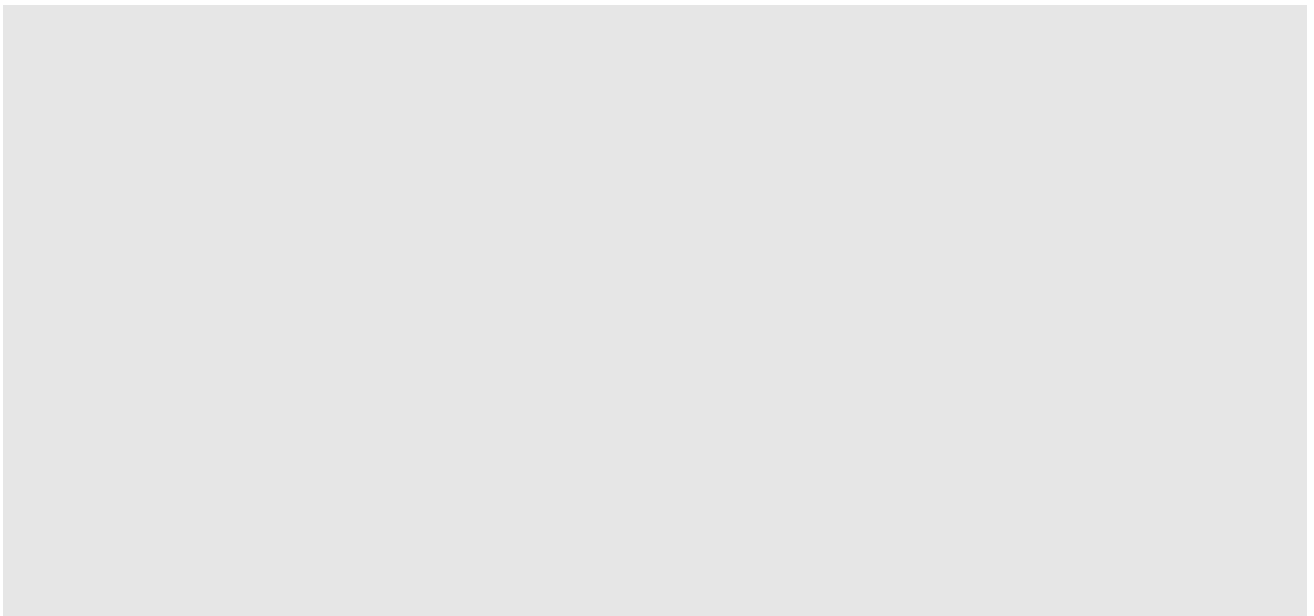
Let's now see how you can activate your network of contacts. The rule is:

Exposure to People = Opportunity

It is people you know who will lead you to the people you need to talk to. Who are those people that you need to talk to? They are three or more people in each of the career options that you are considering. List your ten or twelve career options here, indicating if it is a traditional type of occupation or if it is self-employment oriented. Some career options may fall under both the self-employment or traditional employment categories. In this case, list them under both columns.

Traditional Employment

Self-Employment



You'll be surprised how many people are known by your friends, acquaintances, and co-workers. Just as you were able to list at least 50 people you know, they will also be able to list 50 people. In fact, between them they probably know three or more individuals in the occupations for which you are seeking information (main contacts). In the event that they don't, they can certainly give you the names of individuals who do (secondary contacts).

You've already prepared a list of personal contacts. As you begin to call these people, your objective is very clear: you'll want them to give you the names and telephone numbers of main contacts, i.e. individuals they know who occupy the type of positions you are interested in. And if they don't know someone directly, they can give you the names of secondary contacts who are likely to know the doctor, the engineer, the graphic designer, the financial planner or the social worker or writer you want to talk to.

Approaching Personal Contacts

Some important pointers when making the calls to your personal contacts:

1. Call the acquaintance or friend in the evening. This is a personal call after all. When appropriate, take a minute to chat about something you have in common with them. Ask them how they are.
2. Have a short statement prepared about why you are calling and the type of individuals you are trying to reach.
3. Ask them who they know in these types of occupations. These are now your main contacts. Ask them who they know who might know someone in these type of occupations. These are now your secondary contacts.
4. Ask their permission to use their name when calling the main or secondary contacts they suggested. Keep accurate records.
5. Make sure they have your telephone number in case they later think of someone else you should talk to.
6. Be sure to thank them and to give them feedback later.

So now, what about the actual phone calls? Some people feel comfortable just picking up the phone and going right ahead. Most of us, however, feel awkward about doing that. That's why your initial calls will be to your personal contacts: your family members and closest acquaintances. They will probably want to help and this makes it easier to get started. To keep the information you collect from your personal contacts organized, you may want to make blank copies of the next page and then use them.

Contacts Form for Referred Contacts

Print and make copies as needed

Referred as a Main contact – Holders of occupations you are interested in (M)

Referred as Secondary contact (S) – Probably know someone who holds an occupation that interest you

Referred by:

Contact Name & Information

Telephone

M / S

Home or
Work

Related Occupation:

Referred by:

Contact Name & Information

Telephone

M / S

Home or
Work

Related Occupation:

Referred by:

Contact Name & Information

Telephone

M / S

Home or
Work

Related Occupation:

Referred by:

Contact Name & Information

Telephone

M / S

Home or
Work

Related Occupation:

Secondary Contacts

Now that your personal contacts have given you the names of either secondary contacts or main contacts for the various positions you are exploring, it's time to make these phone calls. You need to keep your objective in mind when making the phone call.

When calling a secondary contact, your objective is to secure the names from that contact of one or more main contacts — individuals who are involved in an occupation you are investigating. Here are a few pointers that you should keep in mind when calling secondary contacts.

Important Pointers

- If possible, call the individuals at their homes. Whether you can do this depends on how well the individual who referred them to you knows them. Ask the person who referred you to them when they think is the best time and place to call the person.
- Have a short statement prepared about who referred you. "Pat Smith gave me your name and number Ms. Jones, because I understand that you know a lot of people including probably one or more chiropractors. Is that correct?"
- Now explain why you are calling. For example, you might say: "I am in the process of making a career transition and am trying to decide whether I should be pursuing a career as a chiropractor. I would appreciate being able to speak to a few chiropractors, and I believe they would be more receptive to giving me a few minutes of their time if I can mention your name as the person who referred me."
- Once they have given you one or two names, explain that you are also considering other careers such as _____ (mention another two or three). Would they also happen to know anyone who is involved in these occupations?
- Be sure to thank the person you called.
- Make sure they also have your telephone number in case they later think of someone else you should talk to.
- Finally, send them a thank-you note and make sure you let them know what you have decided to do. It is by creating a positive impression now, by making them feel involved and by staying in contact with all these people, that you are building yourself a formidable network of contacts. This network of contacts can be very helpful later, when you actually start to look for employment or are seeking clients for your new business.

To keep the information you collect from your secondary contacts organized, use blank copies of page 77.

Main Contacts

As you build your list of main contacts and you feel more at ease with the calling process, you can start making the calls. You will now be calling the key individuals you want to interview and who can share with you invaluable information about the various occupations you are contemplating. Before calling, let's look at some important pointers on how to handle these type of calls.

Important Pointers

1. If possible, call the individuals at their homes. Whether you can do this depends on how well the individual who referred them to you knows them. Ask the person who referred you to them when they think is the best time and place to call the person.
2. Have a short statement prepared about who referred you. Flatter the individual a little bit by saying something like: "Pat Smith gave me your name and number Ms. Jones, because I understand that you are a physiotherapist who cares a great deal about your work and that you are very knowledgeable and experienced."
3. Now explain why you are calling. For example, you might say, "I am in the process of making a career transition and am trying to decide whether I should be pursuing the same career that you are in. I would appreciate about ten minutes of your time to find out more about what the career really involves. Is this an appropriate time to talk or is there is a better time. If so, when?"
4. Once they have told you it is a good time to talk, proceed by using the questionnaire on the next two pages as your guideline. If you decide you want to write on the questionnaire, be sure to make sufficient copies of it. You will need one copy for each contact person you call.
5. Be sure to thank the person you called.
6. Make sure they also have your telephone number in case they later think of someone else that could be useful for you to know.
7. Finally, send them a thank-you note and make sure you let them know what you have decided to do. As mentioned before, these individuals can be very helpful later when you start to look for employment or are seeking clients for your new business. One or more of them can also become a mentor for you.

Interview Questionnaire

Main contact name:

Telephone No:

Occupation:

Self-employment:

No

Yes

It's very important that the individuals you are talking to are ones who generally enjoy their work and career and have a positive outlook on life. If after interviewing that individual you find him/her to be too negative and/or discouraging, discard that interview and talk to someone else.

1) What prompted you to choose this type of occupation?

2) How do you feel about this occupation now?

3) Can you describe a typical day at work? What kind of hours do you work?

4) What aspect of the work do you enjoy the most?

5) What are some of the major challenges that you have had to overcome?

6) What are the aspects of the work that you enjoy the least?

Interview Questionnaire – Continued

- 7) What are some of the typical characteristics of the clients you serve?**
- 8) What do you believe is the need for this type of occupation in the future?**
- 9) Can you give me an idea of average salaries and benefits initially, after two years and after five years?**
- 10) What skills are essential for success in this occupation?**
- 11) Which local and national educational institutions provide the best training? What are the programs?**
- 12) How long does it take to become qualified? Can the studies be completed on a part-time basis? What do you think are the costs?** (You will need to verify this information directly with the educational institutions.)
- 13) In a situation of self-employment: What kind of capital do you think I will need to set myself up?**
- 14) Is there anything else I should be aware of?**

Direct Research

In addition to identifying main contacts through the initial help of friends and acquaintances, you can also identify main contacts by doing direct research. Most receptionists in companies will give you the names of the individuals who are responsible for various functions within their organization. To find those companies and main contacts, you can also use the Yellow Pages on the Internet. Librarians can also assist you in your research by directing you to the right resources in their library. Going the direct research route can be faster, but you should be aware that the main contacts that you find may be less likely to be helpful than those to whom you have been referred by a mutual friend.

Completing the three or four in-depth interviews for each occupation you are considering will normally take you less than an hour if you do it by telephone. Once this is done, you will also need to verify the requirement and costs for completing a particular program of studies by contacting the professional associations, training schools, colleges and universities which provide the training you need.

Making a Decision

The final step is perhaps the most difficult. Now that you have all the information you need, it's time to make a decision. First, you will probably be able to eliminate a few of the career options based on the facts you discovered. In some cases the training period may be extensive and the costs prohibitive. You may not be keen to go back to school for a lengthy period of time. You may also become turned off by the nature of the work itself as it has been described to you by the main contacts you have interviewed. Nevertheless you are likely to be left with three or four very inviting options and you need to narrow these down to one. The best way to do this is to listen to your intuition.

After you completed the exercise, see yourself involved in each of the occupations you are now considering. Be sure to note how you are feeling in your heart as you visualize yourself involved in each of the occupations. At the end, the decision you make must be based on your heart and not on your mind. You must feel good in your heart about the duration of the training you may need. You must feel great in your heart about the effort /financial commitment you will be making in order to enter the new occupation (if you are making a major change). You must also feel great in your heart about the nature of the work you will be involved with.

If you are still not feeling you are making the right decision, delay making the decision.

Talk the situation over with close friends or seek counselling. It's important however that in the end, you follow what your heart and intuition tells you.

You may decide to take action to become involved in the occupation that you think would be best for you. As you take action, stay alert to see how you are feeling in your heart. The key to feeling your intuition is to listen carefully to all the signs that may come up within yourself and around you.

You may decide to take up, on a temporary basis, a job that does not require a lot of mental effort. At least you will have some income and will be busy doing something productive until you feel more certain about your career direction.

You may also decide to continue looking for work related to your present career.

Congratulations, the process you have completed so far has been exhaustive. You deserve a well-earned rest before we move on to the next chapter of your program within which you will be preparing your resume.

Chapter 5 - Writing My Resume: Presenting Myself at My Best

It's now time to prepare a draft of your resume. A well-prepared resume is a very powerful marketing tool; it's an advertisement of your skills and accomplishments. A resume is your sales literature to help you gain an interview.

Preparing an effective resume can be a tedious job, but it's probably the most important task to accomplish at the start of a job search. If you advertise your strengths, skills and accomplishments effectively, you're more likely to be invited to interviews that will lead to suitable job offers.

In order to write your resume, you need to have on hand relevant employment information such as previous resumes or other documents to refresh your memory. Before reading further, take a few minutes to gather the information you need.

Guidelines for Writing Your Resume

A. Information in Your Resume

The information you include in your resume should be accurate and truthful. It must accurately reflect your skills and areas of expertise. A resume that is not truthful is likely to hurt you in the short or long run. If your potential employer checks your references carefully and discovers some inaccuracies, you will not be considered further. On the other hand, if you are successful in obtaining the position you are aiming at even though you exaggerated your previous experience, you could have many difficulties handling your new responsibilities once you feel some pressure.

B. Format of Your Resume

The most common types of resumes are the chronological resume, the functional resume, and a combination resume. Examples of each of these kinds of resumes are available beginning on page 94 of your workbook.

Before reading further, you may want to turn to these pages and just glance at the examples. You will notice that we have included a variety of positions and levels of experience.

Types of resumes

The Chronological Resume

The chronological resume is the most commonly used format and the format which recruiters are most at ease with. If you have worked in the same field and have had little or no gaps in employment, you should use this type of resume. Under the "Work Experience" section of the resume, you will chronologically list your jobs held, starting with the most recent. For each position, you will normally include dates of employment, employer and location, job title, and responsibilities and accomplishments.

The Functional Resume

The functional resume is designed to focus on your skills or areas of expertise. It's a very good format to use if you've handled the same type of activities in several different jobs. You will be able to highlight your specialized skills and experiences under the "Areas of Expertise/Skills" section. Your "Work Experience" section will no longer need to include details of your responsibilities. But you still need to highlight your accomplishments in this section. This resume is ideal for you if you have changed jobs or fields frequently and/or if there are gaps in your employment history.

The Combination Resume (examples on pages

The combination resume highlights the skills and areas of expertise that you have developed with each of your employers. This can be an ideal type of resume for you if you have been with one employer for a long period of time and have had several positions showing an increase in responsibilities and a diversified background.

Sections of the Resume

Regardless of the format you choose for your resume, there are several sections that you must include. Depending on your particular situation and background, you might also elect to include several other sections.

The "must" sections are:

Personal Information

In this section, you must include your complete address and postal code, your e-mail address, your telephone number and area code. If you wish, additional personal information such as age, marital status, and so on, could be included but only if you feel that it is to your advantage. For example, if you feel that you could be discriminated against because of your age, don't mention it in your resume. In our example resumes, we have not included any personal information other than name, address, telephone number and e-mail address.

Profile Summary

The profile summary is usually divided into two short summary sections. The first section highlights your work experience, industry experience, and education. The section focuses on your strengths and skills.

Education

In this section, you should include your highest or two highest levels of education. You should give institution locations, dates attended, and degrees or diplomas obtained. If you have taken some specialized training at work or otherwise, mention this under the subheading "Other Education." This can include seminars that you have attended and any other courses which you have taken.

Computer Skills

Be sure to list the computer skills you have acquired and have mastered as well as the different platforms you can use and your level of proficiency.

Languages

Identify your spoken and written language abilities if you are multilingual.

Work Experience for Chronological Resumes

This section is the main part of your chronological resume. Here you will list the positions you have held, and indicate your responsibilities and accomplishments in each position. Employers read this section very carefully to evaluate your experience and the kinds of companies you've worked for.

Employers look for people who have the right experience in the right industry setting. If your industry experience is likely to be important, you will want to include a brief statement about the products or services provided by each of your previous employers, the company site, or any other relevant information.

Normally you should outline your work history to include your last three positions. However, you may want to outline more than three positions if you want to highlight a particular work experience you had which is distinctly different from the experience you had in your last three jobs. Also, if the total amount of experience that you highlight within your last three positions does not cover at least three years' working experience, you should consider using a functional resume.

Work Experience for Functional and Combination Resumes

If you have decided to develop a functional or combination resume, your work experience section will be shorter than it would be for a chronological resume. In this section, you should outline dates of employment, company names, a statement about each company if appropriate, your job titles, and your accomplishments.

Again, try to limit your list of jobs to the last three you have held, unless you feel that you should highlight a particular position because it brings to surface specific skills you have that your other jobs don't illustrate.

Areas of Expertise/Skills for Functional Resumes

Here, mention skills or specific areas of expertise you acquired at different jobs and through volunteer and community activities. Highlight activities you handled in the different positions you have held. The will probably be fairly similar from one job to another, so you need not be specific as to where you did what.

The optional sections of a resume are:

Honours/Awards

In this section, mention any special honours or awards which you have received. Were you elected to an honorary post? Did you win any competitive events? Did you receive any awards that indicate something about your talents or abilities? It is useful to mention these awards and honors in order to clearly show that your abilities were recognized. This is your way to advertise that you are talented and are perceived as such by others.

Community and Volunteer Activities

Mention any volunteer activities or other community activities which you have undertaken. This is important. The person who reads your resume may take a special interest in you if you have been involved in activities that show your sensitivity to the needs of the community.

Other Facts

You may want to list memberships or highlight facts about yourself that could help the reader know you better. Perhaps your hobbies or skills that were not mentioned in any other section could be mentioned here. But remember, include only information that would be of interest to a potential employer.

Length of the Resume

The length of the resume is critical. You must communicate effectively and efficiently who you are and what you can do for an employer. You are trying to respond to an employer's needs and you must make it obvious that you can meet those needs. Try to be brief. Everything you do from this point on must work towards satisfying the needs of potential employers and one of those needs is to not have to wade through a long resume!

It is important to keep your resume as short and concise as possible. Your resume should probably be 1 or 2 pages long. It should never be longer than three pages. This is important because you can only retain the attention of the reader for a few minutes. Make sure that all relevant information that will help you gain an interview is clearly presented and is not hidden by unnecessary information. By being concise, you make it easier for the reader to realize that you have the skills and abilities that he or she may be looking for. So keep your resume short and use ACTION words as explained in the next section.

Resume Language and Vocabulary

Another point that needs to be emphasized is the resume language. You will notice that most of the words listed under “Action Words” are very positive, very precise. From this point on, all your communications should use very positive language.

Action Words

In order to be concise and to keep the length of your resume reasonable, you need to use ACTION words. Action words show specifically and concisely what you have done. Depending on the level of the job or position you have held, you should use the following kinds of action words:

Action words for a Junior Employee Level Position

Arranged, Adjusted, Assembled, Built, Classified, Calculated, Compiled, Constructed, Helped, Informed, Learned, Maintained, Operated, Participated, Produced, Performed, Prepared, Repaired, Reported, Set up, Sorted out, Conducted, Communicated, Established, Explained, Followed up, Interpreted, Wrote, Verified, and so on.

Action words for an Intermediate Employee Level Position

In addition to the ACTION words used for the junior employee level, you may want to use:

Analyzed, Counseled, Evaluated, Initiated, Implemented, Investigated, Interviewed, Negotiated, Presented, Recommended, Researched, Trained, and so on.

Action Words for a Responsible Supervisor Level Position

In addition to the ACTION words listed above, you might use:

Assigned, Controlled, Coordinated, Directed, Delegated, Encouraged, Evaluated, Formulated, Interpreted, Inspected, Planned, Re-organized, Re-negotiated, Released, Supervised, Scheduled, Stimulated, Uncovered, Verified, and so on.

Action Words for a Decisive Manager Level Position

In addition to the ACTION words of the responsible supervisor level, you may want to use:

Approved, Administered, Achieved, Authorized, Budgeted, Conceived, Executed, Forecasted, Generated, Instructed, Monitored, Managed, Organized, Projected, Presided, and so on.

When you write your resume, you should evaluate each of the positions you have held in terms of these levels. Were you a junior employee, an intermediate employee, or a responsible supervisor?

Key Words In Resumes

Employers and hiring managers are turning more than ever to resume screening software, so it's important to understand that these systems score resumes on the basis of the relevancy of the keywords and the experience required for a job.

That is why it is important when you are applying to a specific job to carefully read through the job requirements and to make the necessary small changes in your resume which will **include keywords related to these job requirements** which you may have omitted because you were focusing on a different job or to keep your resume short and to the point.

Resume Preparation Exercises

The next few exercises will help you summarize your education, work experience and volunteer activities. You will incorporate this information into the draft of your resume.

Employment History Form

The first exercise is entitled, "Employment History Form." Remembering exactly what you've done is as much for your benefit as for the benefit of your potential employer. It's not until you write down this information that you'll discover you probably have a much broader background than you realize. Complete the exercise carefully and do it completely.

As discussed in "Guidelines for Writing Your Resume," use ACTION words that correspond to the level of the position you held and complete one "Employment History Form" for each period of employment. If you held more than one position in a company, complete one employment history form for each position. Do this now.

We have included blank forms for 6 different positions within your course materials. If you have to document more positions, open up a blank word file and answer the questions for each of those additional positions.

Volunteer and Community Association Activity Form:

Employers are interested in volunteer activities as they show commitment, responsibility, and leadership qualities. For each activity you have undertaken, complete one "Volunteer and Community Association Activity Form." If you have to document more than 3 activities, open up a blank word file and answer the questions for each of those activities.

Education History Form

This exercise requires you to list information about your formal and informal education. Be sure to highlight your most significant achievements during these years. Take the necessary time to summarize your education under the different categories.

Remember to include any night courses and other training you have completed. For example, you may have attended workshops, seminars, or other specialized courses during your employment years, and this could be worth mentioning.

You will also list here your computer and language skills so that you can remember to include them, when appropriate in your resume.

Employment History Form *Complete one form for each job you have held and print it for your records before re-using the form for the next job.*

Employer:

Location:

Your title:

Employed: From

to

Name and title of person you reported to:

Name and Title of individuals would give you a good reference Telephone Number

Now use your ACTION words to describe your responsibilities:

What tasks or responsibilities did you enjoy most and least and why?

Special skills and abilities that you used to handle your responsibilities:

Special accomplishments, improvements, and so on:

Special recognition you received: (Promotions, awards, jumps in pay, extra responsibilities, etc.)

Reasons for leaving: (Interviewers usually ask - be positive.)

Volunteer and Community Association Activities Form

Complete one form for each volunteer activity you have held and print it for your records before re-using the form for the next volunteer activity.

Name of Association/Group:

My title/role:

Dates: From to

My responsibilities and achievements:

Special skills learned and/or training completed:

Honours/awards received:

What does this show an employer about my strengths?

Name and title of person you reported to:

[illegible]

Education History Form

Name of Secondary School, dates you attended, and degree obtained

Name of College(s), dates you attended, and degree obtained

Name of University (ies), dates you attended, and degree obtained

Extra Curricular Activities:

Honours/awards/scholarships:

References

Telephone Number

Professional designations:

Apprenticeship programs:

On-the-job training/workshops/conferences: (Titles and dates)

Self-study: (Courses completed and dates)

Computer Skills:

Languages

Congratulations

If you're starting to get writer's cramp, congratulations! The more you remember and write down now, the better your resume will be and the better prepared you'll be to talk about yourself in a job interview. The sum of your total resources is what you want to be sure to communicate to a potential employer.

Sample Resumes

It is now time for you to review in detail some sample resumes. You'll notice in the collection of sample resumes, chronological, functional, and combination types.

As you may recall, if you have a stable, progressive work history that is relevant to your educational background showing an increase in responsibilities, you can show this best by using a chronological resume.

If you have worked in a number of fields, have consulting experience, or if you have gaps or a limited employment history then your best resume will probably be a functional resume.

If you have worked for a long time with one employer, a combination resume showing your different positions and your progression in the company would be best.

Now sit back, relax, and review the sample resumes on the pages that follow.

Chris Smith

Chronological Sample

Address
Postal Code
E-mail address
Telephone number

Personal Profile:

An experienced office administrator with customer service and administrative assistance experience.

A solid problem solver and team player with strong organizational skills and a dedication to achieving results.

Work Experience:

03/2004– 10/2016

ABC Inc.

Administrative Assistant, Corporate Finance

Responsibilities

Handled a variety of administrative responsibilities related to the efficient operation of the Corporate Finance department.

Maintained historical information and ongoing contact with clients. Investigated and responded to client queries and prepared appropriate correspondence and documentation.

Handled travel arrangements and itineraries, maintained monthly expense reports and finalized arrangements for conference registrations.

Organized and maintained filing systems and assisted with reception duties when needed.

Designed color overheads for marketing and Board meeting presentations. Incorporated visuals, charts and tables to the presentations.

Coordinated the production of the in-house newsletter. Wrote articles, designed the layout and organized the printing.

Researched data on corporate clients using LexisNexis, InfoGlobe and FP Analyst systems.

Provided secretarial and administrative assistance. Prepared, typed and formatted highly confidential client presentations, business correspondence, loan proposals and legal documentation. Scheduled and arranged appointments and maintained business calendars.

Accomplishments

Although work pressure was continuous, always met priorities on time and undertook additional responsibilities as needed.

Developed excellent relationships with both clients and staff resulting in the more efficient handling of sensitive problems when they occurred.

Learned the various functions involved in the department very quickly, leading to new responsibilities being delegated on a regular basis.

The improvements made to the work flow and the filing systems have resulted in an extremely organized and efficient office.

Previous experience includes the position of Administrative Assistant from 1998 to 2003 with EFG Inc — A British Corporation which employs more than 2,000 people.

Details of experience and accomplishments available upon request.

Education:

O level, Saint Theresa Girl's School. *(Grade 13) 1997*

Pitman Shorthand, Typewriting and Private Secretarial Duties
Lexikon Secretarial College - 1998

Securities Course, 2012

Languages

Fluent in English and French

Computer Skills:

Word Perfect for Windows , M.S. Office, Outlook
MS Word, Excel, Power Point, Publisher.

Other Interests:

Gardening, painting, travel, designing personal stationery
& gift wrap material

Excellent references available upon request.

Pat Smith
Address
Postal Code
E-mail Address
Telephone number

Chronological sample

Business Experience

From May 2001

ABC Ltd.

Manager — Corporate Office Services

Responsibilities

Managed office and telephone services including facilities management for the Corporate Head Office. Provided support to 35 departments with overall responsibilities for photocopying, courier, mail, reception and switchboard.

Managed a variety of national administrative functions involving 350 branches across Canada with more than 10,000 employees. These varied from developing an employee discount program to organizing the Corporate Directory and maintaining inventories of ABC's fine art collections.

Conducted and organized employee orientation seminars and coordinated training activities as needed. Developed procedures manuals and systems related to the introduction of new equipment and services for distribution to all concerned employees.

Directed a number of projects from start-up phase to implementation. These included space planning, researching and negotiating new contracts with suppliers, new systems and procedures aimed at improving productivity and reducing costs.

Developed and controlled several departmental budgets and assets in excess of \$1.5 million dollars.

Supervised and trained a complement of up to five employees, organized work flow and monitored and reviewed their performance.

Accomplishments

Converted manual recording systems to automated systems which resulted in the streamlining of work flow, significant increases in productivity, and additional services being offered to clients without increasing staff.

Identified considerable opportunities for savings in telephone operating costs through the detailed review of billings and the elimination of duplicate services.

Continually built team effort and group cooperation while focusing on staff development. As a result, staff were promoted while turnover was minimal, resulting in reduced costs in training and the development of a solid base of satisfied internal customers.

Accomplishments	Developed effective controls and processes for space planning projects. This resulted in projects completed on time and within budget to the satisfaction of all concerned. Achieved in 2005, annual savings of more than \$40,000 by renegotiating several existing contracts with suppliers. Developed and implemented guidelines and procedures for records retention realizing a 40% reduction in storage space requirements and costs. Managed two very successful United Way Campaigns with increased donations of more than 20%. Previous work experience include the position of Office Services Supervisor and Administrative Assistant, at Xerox Corporation from 1992 to 2002. Details of responsibilities and accomplishments available upon request.
Education	University of Toronto Completing on a part-time basis Bachelor of Arts in Administration. Completed 18 courses with a 3.3 GPA Average. Toronto Secretarial College, 1992 Completed Secretarial Science Program — Dean's List Awarded trophy for top scholastic achievement. Winston Churchill High School, 1991 Received History and Geography awards.
Computer Skills	Lotus 123 — Advanced, Macros, DBase IV — Advanced MS Office, Windows 2000, Outlook, Internet Explorer, ACCPAC.
Interests	Travel, tennis, nature walks, gourmet cooking.

Excellent references available upon request

Chris Smith

Address

Postal Code

E-mail Address

Telephone Number

Personal Profile:

A Civil Engineer with considerable project management design and contract administration experience. Expertise acquired in highway design, municipal and land development, pavement management and environmental applications.

A consultant who is a team player, is highly motivated and resourceful. Excellent interpersonal and communication skills. Highly innovative and dedicated to achieve results.

Areas of Expertise:

Project Management and Contract Administration

Managing construction projects involving budgets exceeding \$5 Million. Preparing tenders for contracts, reviewing contract proposals and recommending the selection of contractors on projects. Developing project plans, budgets, schedules and monitoring ongoing progress. Preparing and presenting progress reports and managing client relations. Managing teams of junior engineers, and technical and support staff assigned to projects.

Civil Works Highway Design

Conducting and coordinating surveys for highways, resource roads, rail lines, municipal infrastructure upgrading, land developments, pipelines and solid waste disposal sites. Analyzing data, preparing reports, and formulating and presenting design recommendations. Completing detailed design, layouts, contract specifications, contract drawings, budgets and contract implementation plans.

Pavement Management

Conducting pavement management assignments involving the implementation of street and highway networks. Conducting client interviews to determine current approaches to pavement improvements. Conducting site assessments, and formulating innovative, cost effective solutions aimed at maximizing returns for pavement budgets. Providing short term and long term recommendations for the overall management of pavements within specific jurisdictions.

Employment History:

Jan 2006 — Current

ABC Consulting Group

Project Engineer and Implementation Specialist

Accomplishments

In spite of continued pressure and challenging deadlines, consistently managed projects within established parameters and within cost estimates. This has led to the development of long term relationships with a number of key clients for the firm and an annual renewal of contract record exceeding 95%.

Learned very quickly to use a highly sophisticated electronic survey equipment aimed at facilitating mass data collection for topographical surveys. Identified and recommended the use of that equipment for a large number of engineering design applications on highways and earth works projects. As a result considerable efficiency was gained leading to substantial profits for the firm upon the completion of these projects

Completed major contract administration project in St. Lucia involving a labor force in excess of 50 workers and a budget of \$5 Million dollars. In spite of very difficult geographical and weather conditions, managed the contract within established plans.

Established excellent relationships with staff at all level within the firm as well as clients. This lead to a more productive, congenial and cooperative work environment and has facilitated the resolution of difficult problem situations when they occurred from time to time.

Previous experience includes the position of Geotechnical Engineer with Alberta Consultants Ltd, from 2002 to 2006. Also worked for the Ministry Transportation, Government of Alberta as a Co-op student Project Technician for 3 summers.

Details of experience and accomplishments available on request.

Education:

University of Alberta

B.Sc., Civil Engineering, (Co-op), 2002

University of Alberta

Completing studies towards M.Eng. in Environmental Engineering

Computer Skills:

Microsoft Word, Excel, Outlook, Internet Explorer, Lotus 1.2.3, Fox Pro, and Geometrical and Earthworks Design packages.

Hobbies and Interests:

Reading, music, sports and the outdoors.

Excellent references available upon request.

Pat Chong

Functional Sample

Address
Postal Code
E-mail Address
Telephone Number

Personal Profile:

A seasoned human resources practitioner with strong leadership skills and in-depth experience in: human resources planning, recruitment, employee relations, compensation and benefits, performance management, job evaluation and pay and employment equity.

An internal consultant who is highly motivated, resourceful, and a team builder. Excellent interpersonal and communication skills. Highly innovative and dedicated to achieve results.

Areas of Expertise:

Manpower Planning, and Recruitment

Acting as a strategic partner to management in developing manpower plans. Organizing recruitment selection activities for professional, technical and administrative functions. Identifying and implementing innovative sourcing methods and techniques including on-campus recruitment and third party sourcing. Coaching middle management in effective interviewing methodology.

Employee Relations and Performance Management

Directing the implementation of human resources programs aimed at improving overall morale and employee relations. These include the orientation of new employees, job posting, service awards, internal referral awards, and facilitation of employee satisfaction workshops. Acting as internal consultant to management during a period of intense change. Developing and implementing comprehensive performance management programs and counseling management in all issues dealing with performance, human rights and career development .

Compensation and Benefits Administration

Managing the overall corporate compensation program. Monitoring competitive market trends, analyzing compensation and benefit surveys, formulating salary range and benefit recommendations in keeping with pay-for-performance policy.

Directing the underwriting review of benefits to ensure cost containment. Implementing the re-design of a pension plan to ensure the reduction of long term administration costs. Developing and implementing flexible benefit program.

HRIS

Designing HRIS systems and overseeing the implementation. Identifying enhancement needs and monitoring the execution of the required improvements.

**Job Evaluation,
Pay Equity and
Employment Equity**

Designing and implementing a comprehensive job evaluation program to address issues of pay equity in the organization. Developing and establishing pay and employment equity initiatives to deal with identified inequities.

**Banking Operations
and Control**

Structuring and streamlining bank operations including internal control/audit, treasury operations, purchasing and administration services, records retention, and disaster recovery planning.

Developing bank operational and control policies, procedures and systems, including the design of internal audit procedures, cash management and investigation procedures, bank forms, records management and retention system. Managing, training and developing staff in a wide area of bank operation functions.

Employment History:

August 2010 — Present

Bank of New York

Associate Director, Human Resources

Accomplishments

Pioneered the development of a unique flexible benefits program. Designed and determined the costs of the various elements of the program, formulated the appropriate recommendations and implemented execution. This meant improved benefit cost control for the bank while providing employees with the flexibility of choice benefits.

Revamped and established a new selection and sourcing process for the bank resulting in 80% cost savings in consulting fees.

Successfully automated the H.R. department from a paper based system to a fully computerized environment leading to improved and timely management reporting and cost savings in manpower.

Streamlined procedures and established internal controls resulting in a more efficient and responsive Human Resources department.

Was a founding member of the inter-foreign bank human resources committee. This ensured the competitiveness of bank HR policies and processes within the banking community.

The development and implementation of the job evaluation program and the resulting new compensation structure improved the bank's competitive pay structure in the market place. This resulted in ensuring the retention of high achievers and in attracting top quality candidates.

Established excellent relationships with staff at all level within the bank.

2002 — 2010

New York City Credit Union

Assistant Manager — Human Resources
Assistant Manager — Operations Development
Assistant Manager — Operations
Supervisor Operations Control
Operations Assistant

Accomplishments

Earned the reputation of being a strong and resourceful manager who implemented change through effective planning, organization and staff motivation.

Managed complex projects related to the reorganization of banking operations, procedures and systems. This led to considerable savings for the bank while improving overall efficiency and service.

Played a significant role in training and developing staff within the bank. This resulted in the development of a team of top achievers who subsequently benefited from considerable career advancement.

Developed excellent knowledge of all facets of banking operations and was considered as the internal expert for consultation during problem resolution.

Education

University of New York

Human Resources Management Program, 2002

Hong Kong Commercial College

Completed business administration and basic accounting diploma

Completed numerous human resources and banking-related management courses and seminars throughout my career.

Computer Skills

Microsoft Word, Excel, PowerPoint, Lotus 1.2.3, Word Perfect, Super Calc, Corel Draw, Outlook, Internet Explorer

Languages

English, Chinese (Mandarin and Cantonese)

Interests

Travel, reading, and the outdoors

Excellent references available upon request.

Chris Smith

Combined sample

Address
Postal Code
e-mail address
Telephone number

Personal Profile:

A resourceful business-oriented professional with a proven track record in the planning, design, development, maintenance and re-engineering of large-scale information technology projects. Strong project management skills from strategic planning to implementation.

A true leader, with demonstrated abilities to build teams, mentor individuals and motivate others. Strong organizational skills and dedication to achieving goals and objectives.

Areas of Expertise:

Strategic Planning & Concept Selling

Developing strategic plans to implement cost-effective technology solutions aimed at meeting the complex business challenges of the 90s.

Selling these new concepts and solutions and securing executive commitment for new resources.

Conducting extensive market research analysis of software and hardware applications.

Sourcing vendors, analyzing proposals for software and hardware products and services, and recommending approaches and solutions.

Systems Development & Project Management

Designing a range of appropriate systems to maximize the effective use of technology in the organization.

Conducting usability studies related to the systems in place and feasibility studies of system requests from the field and management.

Managing and controlling all aspects of a variety of projects from planning and budgeting, to the execution of critical paths and negotiating multi-million dollar contracts.

Coordinating all the logistics related to the systems roll-out across the organization, including presentations and training.

General Management

Managing a national department of individuals involved in a variety of functions, from systems analysis, programming and training, to clerical work and support. Supervising, motivating and developing staff, and monitoring their performance.

Preparing annual department and development budgets ranging from \$3 million to \$5 million. Controlling and approving expenditures.

Developing strategic plans, cost-benefit analyses, user reports, proposals and contract agreements.

**Presentations
& Training**

Designing and implementing systems training programs and conducting ongoing reviews of their effectiveness within the organization.

Developing and conducting keynote presentations on the effective use of technology to groups of up to 500 participants. Various presentations were made to senior management, the sales force, and to external groups and associations.

Work Experience:

Sept 1992 – Currently

ABC Inc.

National Director Systems Development, May 2009 to Present

National Manager Computerized Service, May 2003 to June 2009

Regional Systems Administrator Nov.1995 to May 2003

Applications Programmer, Sept.1992 to Nov.1995.

Accomplishments

As a member of the senior management decision-making committee, actively participated in the concept development, design, testing and implementation of the largest strategic initiative undertaken by the company . This initiative led to the significant differentiation of the company's services in the pilot region, resulting in increased market share, and significant improvement in the recruitment, retention, and productivity of sales representatives.

The system eliminated three half-days of time-consuming classroom systems training, thereby allowing sales representatives to focus more quickly on sales. The new system also reduced preparation time for listing presentations from three hours to ten minutes.

Successfully negotiated a partnership arrangement with the systems developer to provide the company with co-proprietary ownership of a leading-edge multi-media real estate system which could subsequently be marketed world-wide, thereby generating an alternative considerable source of revenue for the company.

Working with a select multi-disciplinary team, formulated concepts which led to the development of a state-of-the-art retail real estate store. This concept re-defined the process by which consumers could access real estate and property information.

Conceptualized and defined all the systems and software which were developed to operate the consumer workstations, the video-wall, and the staff workstation. Managed the development and implementation of the project from start to finish. These multi-media systems use cutting-edge technology and are considered to be the model to follow for marketing consumer-related products. The project involved more than 30 analysts and programmers and was completed on time and on budget.

Before joining ABC Inc, was employed from September 1990 to August 1991 as a Systems Programmer with Honda Ltd. Details of experience and accomplishments available upon request.

Education: Honours, Bachelor In Computer Science, 1990
Minor in Economics
University of Wisconsin

Received the Academic Achievement Award

Additional Training: Business Systems Analysis
User Interface Design
Accelerated Learning
Instructional Training and Evaluation Technique
User Analysis and Course Design
Leadership and Negotiation
Project Management

Computer Environment: Client Server Architecture
UNIX, INGRES
GUI, Multimedia Technology
ISDN, Switch 56, MICRO Link (PRA)
LANs, WINDOWS
Multi-media applications
WordPerfect, Harvard Graphics, Lotus 123, Excel, MS Office

Other Interests: Travel, reading, volleyball, baseball, gourmet cooking

Excellent references available upon request.

Chris Smith

Combined Sample

Address

Postal Code

e-mail address

Telephone number

Personal Profile:

A respected leader, communicator, and team player with strong organizational skills and a dedication to achieving goals and objectives.

A seasoned professional with proven experience in public relations, marketing, advertising, research, communications, and project management within a fast paced, retail and consumer-oriented organization.

Areas of Expertise:

Marketing and Advertising

- Developing market and advertising campaigns in excess of \$9 million involving all aspects of print and electronic media. These include newspaper and magazine campaigns, radio and television commercials, flyers, signage and special posters. Developing themes, slogans and advertising copy.
- Selecting the appropriate media and negotiating advertising contracts with newspapers and other publications.
- Selecting the sponsoring of special events and promotions, and negotiating marketing agreements and special partnerships.
- Overseeing the development of all print and electronic media productions.
- Selecting and managing the activities of the advertising agencies.

Public Relations and Communications

- Developing public relation and media relations strategy and campaigns
- Organizing press conferences and acting as the key spokesperson at those press conferences. Handling media requests.
- Developing customer relations strategies and acting as the key spokesperson in dealing with customer complaints on language issues and other matters.
- Overseeing the development of various internal employee communication events.
- Managing special funds used for donations to charitable organizations, as well as special cultural and community events.

Project Management

- Identifying, organizing and managing special events and consumer promotions aimed at attracting customers and increase traffic within retail operations. Events included major fashion shows, product launches, fund-raising and free informational seminars, signature sessions with celebrity cosmetic promotions, and the start-up of new boutiques or fashion centers.
- Managing and controlling all aspects of the projects

General Management

- Hiring, coaching and training staff and external contractors. Monitoring performance and establishing personal development plans for staff.
- Preparing and managing department budgets and forecasts.

Work Experience:

1997 – Present

Montreal Fashing Limited

Marketing and Public Relations Director — 2012 to Present
Advertising and Ticket Writing Manager — 2008 to 2012
Advertising and Communications Manager — 2004 to 2008
Manager Copywriting Services — 2001 to 2004
Senior Copywriter — 1997 to 2001

Accomplishments

As a member of the senior management decision-making team in the Eastern Region, contributed to the development of numerous marketing and advertising programs and initiatives aimed at rejuvenating and improving the image of the company. Was highly successful in favorably changing client mix in line with company strategy and in obtaining positive media coverage.

The various special events programs and activities targeted to the Quebec consumer market, resulted in considerable increases in traffic for the High Fashion and youth fashion departments, leading to sales consistently in excess of budgets.

The sponsorship programs for established cultural productions were extremely successful and helped improve the image of ABC Company Ltd. in the mind of the consumers.

Approved the sponsorship of a variety of new and innovative projects such as *Pefecto* — a fashion TV show and Point J which proved to be very popular with consumers.

Handled successfully very sensitive public and media relations issues including the announcement of the restructuring at ABC's, changes and renovations, changes in senior management and language policy. Played a significant role in advising the senior management group in the handling of media relations.

The positive relationships built with staff members, other department heads and the senior management group have led to a more productive, and cooperative work environment, and have facilitated the resolution of difficult situations that have arisen from time to time.

By developing excellent business relations with journalists, and the media, was successful in obtaining positive and timely news coverage of ABC's at a time which was critical to ABC's survival in the market place.

Involved staff members in making the changes in the systems and procedures which were required within the department after restructuring. This resulted in achieving extremely high levels of productivity and efficiency, as well as high morale throughout the entire process of change.

Education: Bachelor of Arts, Honors French, University of Montreal, 1997

Additional Courses Advertising and Sales Executive Club Practical Advertising
Advanced Program

Xerox Training Systems: Motivation Within a company

Learning International: Interpersonal Management Skills

DEFR University, Organizational Behavior Certificate

Computer Skills MS Word, MS Excel, MS Outlook, Internet Research

Professional Affiliation: Member of Publicity Club since 1989
Member of the Office of Tourism since 1993
Member of the Fashion Foundation Jury since 1995
President of the Fashion Foundation, 1998, 2003

Other Interests: Travel, reading, music, nature, fashion and the arts

Excellent references available upon request.

Writing Your Resume

It's time to make a decision about which format you are going to use. Is it going to be chronological, functional, or combination? Once you have made a decision, proceed by drafting a typed resume which you can easily modify after you have had a chance to evaluate it and have it evaluated and commented on.

Begin by reviewing your list of accomplishments and strengths from Chapter 3 and make sure that your resume reflects those strengths and include some of your most significant accomplishments.

Then review the "Employment History," "Volunteer and Community Association Activities" and "Education History" forms that you completed earlier

You will be using the information on these forms to complete the first draft of your resume.

As mentioned in the guidelines for writing your resume, normally you will include the last three jobs that you held. However, depending on your particular situation, you may want to include more should your last three jobs not sufficiently highlight important information that illustrates your strengths and abilities.

It's time now to complete the first draft of your resume and once it is ready, proceed with self-appraising it by using the instructions that follow.

Resume Self-Appraisal

Congratulations. You now have in your hand is a first draft of your resume. Much of the hard Work has now been done. The next step is to appraise your resume.

When you outlined your responsibilities for each position, you should have selected action words to reflect the level of those particular positions. Refer now to the good characteristics listed below for people employed at the different levels.

A junior level employee is:

- Quick to learn
- A productive employee even while learning
- One who develops many valuable skills in the training process
- Reliable
- Competent
- Well-skilled
- Hard-working; goes the extra mile
- Cooperative

An intermediate level employee is:

- All of the above
- Someone who is given added responsibilities and who is especially trusted

In addition, a responsible supervisor level employee is:

- Skilled in communication
- Can motivate others
- Delegates work to get things done on time, within budget, and to an appropriate level of quality
- A good leader
- Someone who keeps his/her boss informed about the progress of the work

A decisive manager is someone who:

- Assumes overall responsibility
- Communicates very effectively
- Sorts data and reaches sound and quick decisions
- Takes advantage of opportunities
- Achieves results

Have you given evidence of such characteristics when you presented your responsibilities and accomplishments throughout your resume? Recall your own strengths. Are they easy to see throughout your resume? If not, **MAKE THE NECESSARY CHANGES.**

Have you used the correct ACTION words to show that you were a good intermediate employee, responsible supervisor, and so on? Do you leave the reader with a positive impression about you? Do you focus on your strengths? If not, it's time to go back and use your eraser and pencil for the first revision of your resume.

OK. Your first revision is complete and you should now have all your strengths outlined and all your action words in place. It's time to reread your **Guidelines for Writing Your Resume**. As you reread it, make sure that your resume makes use of all of the suggestions in these pages. Revise as you read. Also look at the sample resumes and compare them to yours.

Go ahead and do this now and then follow the following instructions to prepare your final draft of your resume for evaluation by a few trusted friends or contacts.

Presentation of Your Resume

1. Be sure to have them available in more than one format so that you can accommodate the requests of the organization/person who is asking you to send your resume.
2. Best formats for e-mailing are usually: Acrobat Reader, MS Word, or Rich Text Form.
3. For resumes you will be taking with you to an interview or will mail out, be sure you are using a good quality laser printer.
4. Use good photocopying machines. Preferably use 8 1/2" by 11", 24 pound paper. White, light grey or beige paper is usually best.
5. Edit your resume carefully. Make sure there are no spelling or grammatical mistakes. THIS IS VERY IMPORTANT.
6. Highlight headings and other important information by underlining, bolding, or by using sometimes capitalized letters.
7. Be consistent in the format. For example, underline the same type of headings.
8. Keep your sentences and paragraphs short. This will make reading your resume easier.

Once your resume is ready, send an e-mail to a few of your trusted friends, asking them to evaluate your resume which you have attached, using the evaluation form which is also attached. Ask them to get back to you if possible within the next few days and follow-up with them accordingly.

Resume Appraisal Form

Appearance

Does it look professional? Are any spelling or grammatical mistakes? Is it easy to read?

Below Average

Average

Above average

Your Comments and Suggested Improvements:

B) Content

How complete is the resume? Does it answer most of your questions? Is there any missing information? Is the resume concise and to the point? Is it too brief? Is it too long? Can it be shortened?

Below Average

Average

Above average

Your Comments and Suggested Improvements:

C) Strengths and Skills

Can you list my main strengths and skills?

Yes

No

Your Comments and Suggested Improvements:

D) Overall evaluation of Resume:

Below Average

Average

Above average

Additional comments

Finalizing Your Resume

Once this is done, if you're satisfied that the comments of the person are justified, make the changes on your copy of the resume. Otherwise, ignore them.

When your resume is complete, you deserve congratulations.

Make a few good-quality copies, which you should always carry with you to give out at an interview or when you meet contacts.

However most of the time you will be e-mailing or faxing your resume. You will also be posting the PDF version of your resume on the job search websites like Workopolis, Monster or Jobboom.

The Cover Letter - E-mail

You will be sending your resume to companies in response to advertised positions in newspapers or on various job search sites on the Internet, or to follow up on calls which you have made.

In all events, you will need a cover letter/e-mail to go with the resume. So let's move on to the next step.

This section covers the essential points that are important when planning a good cover letter/e-mail. When replying to an advertisement it is particularly important to highlight, in the cover letter/e-mail a few of your major strengths and how they relate to the needs of the organization in terms of the advertised position. When you are sending/e-mailing your resume as a follow-up to a contact you have made, it is also important to highlight some of your strengths.

Review the following guidelines and the sample letters/e-mails that follow.

Some pointers that will help you write a good cover letter are:

1. Make sure the person's name and title are spelled correctly.
2. Make sure the company's name and address are spelled correctly.
3. Make sure your sentences are short and to the point.
4. Make sure the letter is typed properly and looks professional. Use the samples on the next five pages for reference.
5. In your first paragraph, you should try to generate the reader's interest. Mention your reasons for writing to him or her.
6. In your second paragraph, mention two or three of your strengths and accomplishments. Explain how these can be helpful to your future employer and mention the position you are seeking. If you are replying to an advertisement, relate your background and strengths to the requirements of the position advertised.
7. In the last paragraph, request an interview and mention to the reader that you will be calling him or her to arrange a mutually convenient time for that interview.
8. Enclose/attach your resume and make sure your address and telephone number(s) are also mentioned in your cover letter.

Take a few moments to review the sample letters/e-mails on the following pages. Once you've read them through, practice writing a couple of letters in reply to advertisements in the newspaper or the Internet that are of interest to you. Remember, keep your letters/e-mails as short and as to-the-point as possible.

Also practice writing one or two cover letters/e-mails that you could send along with your resume to follow up a conversation you had with a contact or potential employer.

Once you have prepared these sample letters/e-mails, take them to the person who reviewed or will be reviewing your resume, or to someone else whose opinion you respect. Continue to practice writing a few letters/e-mails until you feel at ease. You'll be surprised to see that with a little practice you'll be able to write good letters/e-mails very quickly.

Example E-mail in reply to an advertisement

November 27, 2016

Dear Mr. Elmwood:

I am attaching my resume in response to your recent advertisement for a Senior Pension Administrator.

My background extends to all facets of pensions and savings plans. I have also supervised pension administrators, and have designed and serviced various pension products.

During my employment with North American Life, I was involved in re-organizing pension administrative systems and considerably improved departmental productivity. I am thoroughly familiar with all aspects of pension legislation and have dealt frequently with pension regulatory authorities.

My educational background includes a university degree in mathematics, studies at a community college in employee benefits, and numerous workshops and seminars on management, supervision, and the life insurance business.

Since it is my belief that a meeting could prove mutually beneficial, I will be calling you in the next few days to arrange an appointment.

Yours truly,

John Connelly
(585) 595-5532

Example cover letter in reply to an advertisement

October 27, 2016

Mr. L.W. Wright
Vice President Finance
ABC Inc.
Address
Postal code

Dear Mr. Wright:

Your advertisement for the position of Manager of Systems Development interests me because my background, experience, and interests coincide remarkably well with your requirements.

During the last ten years, I have managed the start-up of two Systems Development departments. I selected the right people, set up all the department systems and controls, developed rapport with end-users, and trained and motivated my staff.

I have also personally been involved in programming and systems analysis work of VAX systems for more than a decade. I am thoroughly familiar with financial applications in the manufacturing environment.

I have completed a bachelor degree in mathematics and a master's degree in computer science. Academically, I graduated among the top ten per cent of my class.

I enclose my resume, and look forward to meeting you to discuss the details of the position. I will call you in the next few days to arrange a mutually convenient time for us to meet.

Yours truly,

Janet Brossard
(454) 768-7766

Example E-mail in reply to an advertisement

December 20, 2016

Dear Ms. Robson:

I was extremely pleased to see your recent online advertisement for the position of Comptroller and would like to be considered for the opening.

My background includes ten years of senior auditing experience with Touche Ross, and several years of direct industry experience in the capacity of Assistant Comptroller with CIL. I am accustomed to supervising a large complement of staff and am particularly familiar with computerized auditing systems.

I look forward to meeting you at a mutually convenient time, and will call you at the end of the week to make the appropriate arrangements.

In the meantime, please find attached a copy of my resume. I can be reached during the day at (423) 555-1234 and in the evening at (423) 333-9944 My e-mail address is francinebou@hotmail.com

Sincerely,

Francine Boulanger

Here are also a couple of example e-mails/letters that you can use when drafting your own e-mail or letter to follow up a contact you made or a meeting you have had.

E-mail as a follow-up to a contact

November 24, 2016

Dear Mrs. Roman:

Just a few words to thank you for your helpfulness on the telephone the other day.

As you may recall, my background includes extensive programming and systems analysis experience on IBM 3670 mainframe. I have worked on developing both production and business applications software in the pharmaceutical industry. I take pride in and am very dedicated to my work.

As requested, I've attached a copy of my resume. I will call you in approximately ten days to arrange for a mutually convenient time for us to get together.

I look forward to meeting you in person. Again, thank you for your interest and helpfulness on the telephone last week.

Yours truly,

Bill Sayonara
(222) 222-2222

E-mail as a follow-up to a meeting

April 27, 2016

Dear Mr. Stevens:

Just a few words to thank you for meeting with me the other day I found your suggestions extremely useful and worthwhile.

As promised, attached is a copy of my resume to give you a better idea of my experience and background.

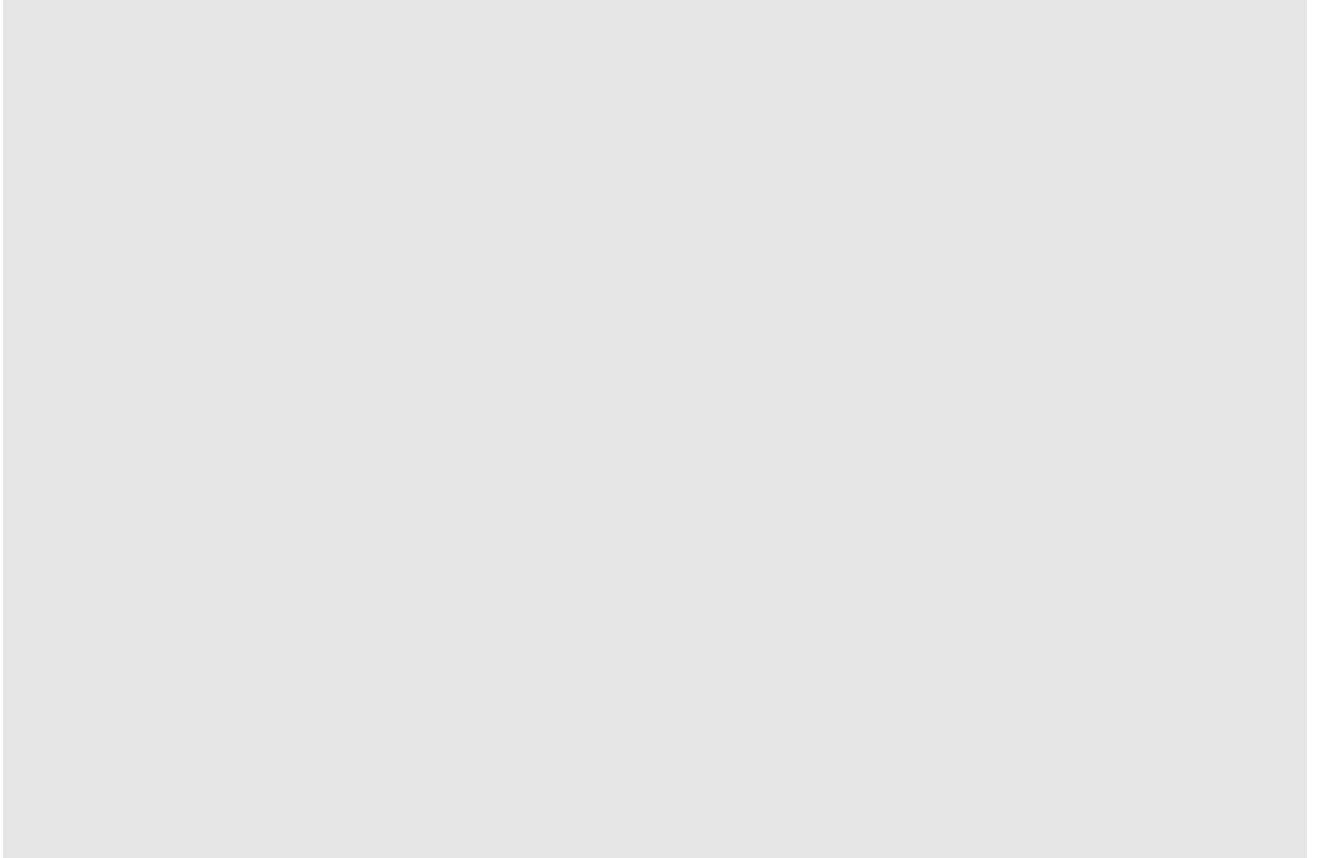
I will call you again next week. In the meantime, I would really appreciate it if you could think of one or two people, within your organization or elsewhere, who would possibly be interested in my background. As discussed during our meeting, I realize these individuals may not have a suitable opening at present. However, I would like to contact them at this time on the basis of potential future interest.

Your advice and help in this matter is greatly appreciated.

Yours truly,

M. Khan
(546) 224-1156

Notes and Action from Chapters 5



Interested in increasing traffic on the website of your organization in order to increase the sale of your products and services or the level of donations if you are a not-for-profit organization?

Interested in being perceived or improve your perception as a community leader who is concerned in the well-being of your clients, prospective clients, employees and their family members, as well as your volunteers and their families if you are a not-for-profit organization?

You can do so by asking G.O.L.E.A.D. to insert a one-page advertisement in their FREE virtual presentations, or educational courses that can helps recipients improve the quality of their life.

For more information, please send an e-mail to G.O.L.E.A.D. at golead2017@gmail.com indicating your interest in advertising. Please provide us at the same time with your website address, contact name and telephone number.

Chapter 6: Locating Unadvertised Job Openings: My Network of Contacts

You now have your resume, but you need somewhere to send it. You will be forwarding it in response to advertisements in newspaper and on the Internet, but you are already aware that in today's market your chances of securing a position that is advertised are not very high. You are much more likely to get a job by reaching an employer before a job is advertised.

A Network of Contacts

The way to do this is to develop a network of contacts. Contacts are people who are willing to take just a little bit of their time to help put you in touch with a possible opening. When most of us begin to think about contacts, we scratch our head and say to ourselves, "I just don't know very many people. And I certainly don't know anybody who is in a position to hire me. The only people I know are just ordinary people. I just know people like my doctor, my next-door neighbour, and so on. I don't see how these people can help me at all."

Let's take a minute to think about this. You're a typical person. Suppose I were to come to you and say, "I'm looking for a position as an accountant." Chances are, you don't know anyone who is hiring accountants right now. But suppose I asked you: "Who do you know who may have some contacts for positions in the accounting field?" Go ahead and think about it. If I really needed a job as an accountant and I asked you to think of one person you know who would most likely know somebody who could help me out, could you think of someone to suggest? Take a minute to see if you can.

I'll bet you could think of someone who could help me. And if you couldn't, then you weren't trying very hard. There's probably your next-door neighbour who works in a bank, or Janet, your neighbour who works as an executive secretary in a large company, or maybe you know a doctor who must talk to a lot of people — and some of them have to be accountants — or even the person who helped you prepare your income tax last year. Once you start to think about it, I'll bet you could give me the names of three people who would all be useful for me to talk to. As a matter of fact, you could probably give me the names of three people if I told you I wanted to be a graphic artist, a nuclear physicist, or a computer programmer. If you were willing to take the time, you could do it. And because you could do it for me, others can do it for you.

The important thing to remember is that absolutely everybody you know can be helpful to you. So now it's time to make a list of absolutely everybody you know. This is one of the most important steps in the job finding process. Once you have your list we will discuss techniques to elicit these peoples' help.

List of Friends and Acquaintances

If you have completed Chapter 4 of the program, you have already made your list of old friend and acquaintances. You will use that same list also in this context.

This exercise is in two steps. The first step is to list the names of all the people you know. Don't worry about e-mail addresses and telephone numbers, you'll do this in step two. Just list the names. This exercise may be lengthy, but be sure to give it all the time it needs. You want as long a list as possible.

You will make two lists. The first list should include your friends, relatives, acquaintances, and previous colleagues whom you like or whom you frequently see. These could be relatives from your side or your spouse's side of the family, friends from different schools you've attended, or from different jobs you've held. They can be close friends of your spouse, or people with whom you share a hobby, socialize with, or have helped in the past. They are your friends, and naturally, they will want to help.

There are spaces for 50 names on this list. If you have more names to add, use another piece of paper. The important thing is to keep the names of your friends together. So go ahead now and list the names. You should gather the phone numbers and addresses later.

Friends and Acquaintances

Name	Telephone	E-mail address (Optional)
1.	Personal Work	
2.	Personal Work	
3.	Personal Work	
4.	Personal Work	
5.	Personal Work	
6.	Personal Work	
7.	Personal Work	
8.	Personal Work	

Name	Telephone	E-mail address (Optional)
9.	Personal	
	Work	
10.	Personal	
	Work	
11.	Personal	
	Work	
12.	Personal	
	Work	
13.	Personal	
	Work	
14.	Personal	
	Work	
15.	Personal	
	Work	
16.	Personal	
	Work	
17.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
18.	Personal	
	Work	
19.	Personal	
	Work	
20.	Personal	
	Work	
21.	Personal	
	Work	
22.	Personal	
	Work	
23.	Personal	
	Work	
24.	Personal	
	Work	
25.	Personal	
	Work	
26.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
27.	Personal	
	Work	
28.	Personal	
	Work	
29.	Personal	
	Work	
30.	Personal	
	Work	
31.	Personal	
	Work	
32.	Personal	
	Work	
33.	Personal	
	Work	
34.	Personal	
	Work	
35.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
36.	Personal Work	
37.	Personal Work	
38.	Personal Work	
39.	Personal Work	
40.	Personal Work	
41.	Personal Work	
42.	Personal Work	
43.	Personal Work	
44.	Personal Work	

Name	Telephone	E-mail address (Optional)
45.	Personal	
	Work	
46.	Personal	
	Work	
47.	Personal	
	Work	
48.	Personal	
	Work	
49.	Personal	
	Work	
50.	Personal	
	Work	

Other People You Know

Name	Telephone	E-mail address (Optional)
1.	Personal Work	
2.	Personal Work	
3.	Personal Work	
4.	Personal Work	
5.	Personal Work	
6.	Personal Work	
7.	Personal Work	
8.	Personal Work	

Name	Telephone	E-mail address (Optional)
9.	Personal Work	
10.	Personal Work	
11.	Personal Work	
12.	Personal Work	
13.	Personal Work	
14.	Personal Work	
15.	Personal Work	
16.	Personal Work	
17.	Personal Work	

Name	Telephone	E-mail address (Optional)
18.	Personal	
	Work	
19.	Personal	
	Work	
20.	Personal	
	Work	
21.	Personal	
	Work	
22.	Personal	
	Work	
23.	Personal	
	Work	
24.	Personal	
	Work	
25.	Personal	
	Work	
26.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
27.	Personal	
	Work	
28.	Personal	
	Work	
29.	Personal	
	Work	
30.	Personal	
	Work	
31.	Personal	
	Work	
32.	Personal	
	Work	
33.	Personal	
	Work	
34.	Personal	
	Work	
35.	Personal	
	Work	

Name	Telephone	E-mail address (Optional)
36.	Personal Work	
37.	Personal Work	
38.	Personal Work	
39.	Personal Work	
40.	Personal Work	
41.	Personal Work	
42.	Personal Work	
43.	Personal Work	
44.	Personal Work	

Name	Telephone	E-mail address (Optional)
45.	Personal	
	Work	
46.	Personal	
	Work	
47.	Personal	
	Work	
48.	Personal	
	Work	
49.	Personal	
	Work	
50.	Personal	
	Work	

Activating Your Network of Contacts

Some people feel that - contacts - is a dirty word. None of us want to feel that we found employment just because we knew somebody. It is important to understand that contacts in this sense will not get us a job. It will be our own abilities and skills in presenting them that will make the difference. But where do we present these skills? This is where contacts come in. Contacts inform us about job openings. The most important rule in any job campaign is this:

Exposure to People = Opportunity.

It is people who hold the key to job openings.

You'll be surprised how many people are known by your friends, acquaintances, and colleagues. Just as you were able to list at least 50 people you know, they will also be able to list 50 people. The number of people known to your network increases by at least 50 each time you make one call. The numbers add up rapidly. And people are good at leading you to others who can lead you to others.

Now that you see the mathematics of how your network operates, you can see that every call you make is important because each call adds another 50 potential contacts.

You've already prepared a list of personal contacts. As you begin to call these people, make a note of when you did this, and let them know that you will be back in touch in 10 days or so to see if they've heard of anything. The main objective is to get at least two or three new names from each person you talk to so your network grows.

Some Important Pointers:

1. Try to talk to each person for at least five minutes. It takes that long for them to focus on what you want and to think of whom they know who might help. Chat about old times, ask how they are getting along.
2. Have a short statement prepared about what kind of employment you're looking for. This will help them focus.
3. Ask about openings, leads, ideas about where to look.
4. Ask them whom they know who might have an opening.
5. Ask them whom they know who might have contacts in the areas you are looking.

These last steps, 4 and 5, are the most important ones. Although people really want to help, they will draw a blank if they can't think of any direct leads or immediate contacts. People need to be guided through step five. You might say this: "Of all the people you know, which three or four would be the most likely to know the kind of employer I'm after? For example, who might know someone in the industry?"

Give your contacts lots of encouragement. Let them know that the names they give don't have to hit the bull's-eye just move you a little closer to it. Tell them you're sure that they know some helpful people. Finally:

6. Ask their permission to use their name when contacting anyone they have suggested. Keep a record of who suggested whom.

7. Make sure they have your present telephone number.
8. Tell them you'll call back to see if they've heard of anything.
9. Be sure to thank them, and find out if you can do them a favour.

Once you've completed your calls to friends and acquaintances, you will have a second list - a much larger one - of people who may lead you closer to your target.

So how do we make those first contacts? What kind of responses can we expect from our contacts?

Helping Others

The easiest way to find out how people will respond is to experience how you would respond in a similar situation. The following exercise is designed for this purpose. In this exercise, you will pretend that someone has asked you for help in finding a job. As you complete the exercise, you will see what it's like to think of names to give this person.

What if I were asked for help?

This exercise is very important even though it's short. On the left-hand column, ten imaginary friends are listed. Each friend is looking for work in a different area. They have all come to ask you for help and for names of one or two people you know who could help them come closer to their job targets. For example, your doctor or pharmacist could be of help to a friend wanting to work for a pharmaceutical company. Your neighbour who teaches computer programming at the college must know of a company that hires systems analysts. Your friend who went into architecture is likely to know an engineer or two. Someone you know in construction is likely to know quite a few people in real estate.

This exercise is important because you will soon be asking your real friends and acquaintances to do the same thing for you. When you make this request of your friends, you will need to guide them. One way for you to know how to guide them is for you to experience some of the difficulties they may encounter. The best guidance you can give them, though, is your own assurance that they can do it. You will have that assurance once you complete this exercise.

Try hard to offer each fantasy friend at least one name, and where possible, two. This may not be easy, but it's an important exercise.

Your friends:	Occupation they seek:	Name #1	Name #2
Bob	Internal Auditor		
Francis	Mining Engineer		
Barbara	Editorial Assistant		
Anne	Graphic Artist		
Peter	Systems Analyst		
Elizabeth	Appraiser - Real Estate		
Ralph	Purchasing Manager		
Margaret	Human Resources Manager		
Steve	Photographer		
Donna	Comptroller		

Chances are that you have been able to come up with one and maybe even two names in response to each request. Sometimes the names occurred to you immediately, but sometimes it took a longer time. Now you have an idea of how your friends may feel when you ask them for names. They will want to help, but they may feel discouraged if they can't think of someone immediately. You can see that it's important to offer them lots of encouragement and time to think. You also know that it is possible for them to think of the names, so reassure them that they can do it if they take their time.

So now, what about the actual phone calls? Some of us feel comfortable just picking up the phone and going right ahead. But most of us feel just a little bit awkward about doing that. For those of us who feel a little awkward, it is particularly helpful to have a script. That way, if we get lost for words we have something written down that we can say over the telephone, and we can read it right off the page if we have to. For all of us it is important to be ready and to have thought out exactly what we want to say. The important thing is this: whether we feel awkward or not, we need to make those telephone calls or personal visits.

Now is a good time to remember what we learned about stress. If we sit and think about calling, wonder about it, then we will start to feel more and more uncomfortable. All we really have to do is pick up the phone and make the first call. That's doing something positive and that reduces stress. Each time you make a phone call, it becomes easier. And pretty soon it gets to be a natural and easy thing to just pick up the phone and make the next call.

In the remaining part of this Chapter, you will be covering techniques to handle the different types of calls that you will be making. These include calls to your friends and acquaintances, calls to people your friends have suggested that you contact, and calls that result from the research on companies that you will learn to conduct. Until you have completed this section, we suggest that you postpone making any calls.

Techniques To Handle Calls:

Let's now go over different techniques to handle the various types of calls you will be making. First, how to get started? Your initial calls will be to your closest acquaintances. They will probably want to help and this makes it easier to get going.

At the same time, making calls to your closest friends and acquaintances can be a bit embarrassing for some of us, but let's think about this for a minute. What are we really asking of our closest friends and acquaintances? We are asking them for a bit of their time, and we are asking them for names of other people they may know who could be helpful for us to talk to during our search for employment. That's straightforward enough, so why do we sometimes hesitate about taking that step? The reluctance can come from several sources.

Hesitation to Call

- First, we often make assumptions, judgments, and decisions about our close friends and acquaintances' abilities to help. Usually we decide they can't help, and then we don't check our assumptions. Yet most of the time, they will be quite capable of helping if they are guided a little bit and really know the kind of work we can do and what we are looking for. In the final analysis, if we don't give them a chance to help, we lose an invaluable source of contacts.
- Secondly, we assume that they would have offered to help us in the first place if they could. But you know how difficult it is to help someone even when you want to. When you were asked earlier to help your imaginary friends by identifying one or two people that they can contact, it wasn't always easy. So most of your close friends and acquaintances, while they would in all likelihood like to help, don't realize that they can, don't know how to, and need guidance.
- Thirdly, you may feel ill at ease about needing help, and may not have told anyone about your situation. However, looking for employment can be difficult and lonely. If there are people that you should be able to count on for understanding and support during more difficult times, aren't they most likely to be found among your close friends and acquaintances?
- You may prefer to keep your private life and work life quite separate and you don't really want to get the people closest to you involved with your problems. But whether you like it or not, if you want to stay close to these friends and acquaintances, you have no choice but to be open about your situation. People, especially those who know you relatively well, feel it when you are hiding something or if something is bothering you. You're not imposing on your friendship, you're actually strengthening it by sharing your situation with them and getting them involved in helping you.
- Something we should do to help our friends and acquaintances provide us with the assistance we are asking for is guide them carefully. We can do that best by preparing a script. A script will help us cover all the angles and have something to say when we are lost for words.

Calling Friends, Acquaintances and Colleagues

On the following pages, you will be writing a script for yourself. As you write your script, use a pencil. You will find that after you use your script a few times some of the things you have written down will feel natural and easy to say. Other things will not feel quite right so you will want to change parts of the script from time to time. Make your script something that you continue to refine so that after a while, you feel very comfortable with it.

The first time around, it's important to write your script out in complete sentences. Later, you may want to just jot down single words and ideas as a reminder, and then ad-lib when you are on the phone. It's important that you use words in the script so that you feel you can say naturally.

Parts A and B of your script deal with specific information which will be different for each friend and acquaintance. You should decide on the appropriate information for these two sections just prior to making each of your calls.

Parts C to N deal with questions and information which you will probably request in a similar way during each of your calls. These sections should be completed now. Once you've written out parts C to N of your script, practice saying it out loud. If it sounds awkward to you, change it. Most people don't talk the same way that they write, so be prepared to make the necessary changes. Go ahead and complete parts C to N of your script.

Script for Calling Friends, Acquaintances and Colleagues

It's good to write out a script of things to say to people in person or on the telephone. It can provide ideas when you are lost for words. You'll want to revise your script from time to time as you learn more about what feels natural to say, and as you see how your job market is narrowing down.

Complete parts A and B **just before calling** each specific friend, acquaintance, or colleague.

A) How I will keep talking for five minutes: (Common hobbies, news items, mutual acquaintances mutual interests, my situation, and so on.)

B) How I can chat about old times: (What we did the last time we were together, who we used to know, etc.)

Prepare the following parts now.

C) My statement of the kind of work I can do and what I'm looking for:

D) How will I ask about openings and leads

E) Asking about who might know of an opening:

F) Asking who they know who might have contacts in the areas I'm looking:

G) Giving them lots of encouragement and letting them know that I'm sure they can help me:

H) Asking their permission to use their name when contacting referrals:

I) Making sure they have my telephone number:

J) Letting them know I'll be calling back:

K) Thanking them:

Here are some additional topics you might want to raise with some of your friends, acquaintances, or colleagues.

L) Asking them to serve as a reference:

M) Asking them to tell people I'm looking for work:

N) E-mailing them a copy of my resume

Secondary Contacts

One of the very important things you will be accomplishing when you make your calls is building up a network of contacts. Your friends and acquaintances will be suggesting other people for you to contact. We will refer to these people as your “secondary contacts.” Your secondary contacts will suggest still more people and so on. Your goal is to continue to expand your network and to continue to keep in touch with each contact to check whether they have heard of anything for you. When your network expands to the point where you are spending most of your time just calling people back on a regular basis, your network is large enough that if an opening occurs anywhere, and it’s suitable for you, you will hear about it.

Now it’s time to find out about secondary contacts.

Calling Your Secondary Contacts

People who have been referred to you by other people are your **secondary contacts**.

If a receptionist or a secretary asks the nature of your call, give the referral source and state that the call is personal. Try to give no additional information until you have the person you want to talk to on the phone. When you reach your party, cover these points:

1. Give the name of your referral source. For example, “Mr. Jones, my name is, and I was talking earlier to John Smith who suggested that I give you a call.”
2. Briefly explain that you are seeking his or her advice.
3. Ask for a 20-minute appointment. Keep conversation to the point.
4. If you can’t make arrangements for an appointment, ask if you could call back at a more convenient time to ask just a few questions about the industry, job leads, people you should speak to, and so on.
5. At the meeting, or when talking to them later on the telephone, ask them to think of people they know and to suggest two or three who would be in a position to be aware of a potential opportunity. Reassure them that it doesn’t need to be someone with an opening - just someone who would be willing to take a few minutes to give you some ideas - someone who might know someone else.
6. Ask for permission to use their name when contacting the people they suggest.
7. Ask for permission to call back in 10 days or so, to see if they’ve heard of anything or have other ideas about whom to contact.
8. Ask for permission to send a resume if appropriate.
9. Thank them and leave your telephone number. Spell your name.
10. Keep a record of the call and send them a thank-you letter.
11. Call back, as you indicated in your letter. Tell them how you followed up on their suggestions and what the results were. Thank them for providing contacts. Ask if they’ve heard of anything or had other ideas. Ask for further contacts. Remind them again of what you’re looking for, and leave your name and phone number.

This must all be done with as much positive self-esteem and friendliness as you can manage. Most people will want to be of help, but three things can get in the way of this:

- 1) They are busy and thinking of something else while you are talking to them.

Antidote: Confirm that they are busy, and if they are, ask to call back at a more convenient time.

- 2) They will turn off immediately if they don't have an opening.

Antidote: Tell them not to be concerned — you're just calling because your referral source said they had a lot of good ideas (or were a good person to talk to). You just want a short meeting to get some of those good ideas.

- 3) They will hesitate to provide referrals if they can't think of a direct lead.

Antidote: Give them encouragement. Tell them they don't have to hit the target, just move you closer. Assure them that someone they know can be of some help to you.

When calling secondary contacts, remember that your goal is different than when calling your relatives and acquaintances. When dealing with secondary calls, as with cold calls, your goal is to set up a short appointment with the person as soon as possible during the conversation. You want to provide your secondary contacts with enough information to ensure their interest, but you want to keep the telephone interaction as short as possible.

Use these same techniques when making advice calls to investigate your career options. You want to avoid being interviewed on the telephone. The next two pages provide you with space to write your script for calling secondary contacts. Take a few minutes to complete your script.

My Script For Secondary Contacts

How I am going to get past the receptionist/secretary:

How I am deal with Voice Mail:

How I will introduce myself and my referral source:

My statement of why I'm calling:

How I will ask for an appointment or to call back later

At the meeting or later on the telephone:

Asking them about who might know of an opening:

Asking them to suggest two or three names of people who might know of an employer:

Reassuring them that they don't have to put me in direct touch with an employer, just get me closer:

Asking them for permission to use their name when contacting people they've suggested:

Asking permission to call back: (Asking permission to send them a resume, if appropriate.)

Thanking them:

Organizations Which Can Provide Job Leads

It's now time to cover techniques for one of the toughest approaches of all: cold calls. Cold calls are calls to people with whom you have no previous contact or referral source. Cold calls generally result from the research that you have undertaken to locate potential job leads.

Below is a list of possible organizations which can provide you with job leads. Take a few minutes to review this list and note any categories that you might want to use later. As you run through the list, other categories may come to mind. If so, add these to your list.

Remember when you start to list specific companies to research and contact, the Yellow Pages and the Blue Pages of your telephone book are invaluable as well as of course the Internet.

Not only can you get addresses and telephone numbers for the companies that you know of already, but you can use them to expand your list.

Associations and Organizations Which Can Provide Job Leads

- Union hiring halls
- School and college placement offices
- Your local Government Employment Centre
- Private employment agencies or executive search firms
- The Public Service Commission (You can arrange to take the civil service exam if you wish.)
- Government personnel offices - municipal, provincial, and federal
- Crown corporations' personnel offices
- Trade and professional associations
- Churches
- Fraternal organizations and alumni offices
- Chambers of Commerce and Boards of Trade
- Hundred's of Internet Job Search sites including Workopolis, Monster, or Job Boom.
- Charity Village Website for not jobs and contacts in the not for profit sector.
- Community clubs, Lions, Toastmasters, Kiwanis, and so on
- Networking Organizations such as Business Network International (BNI)
- Business and Recreational Clubs
- Networking Events
- Any event where you have the opportunity to meet and mingle with people

Printed Materials Which Can Provide Job Leads

You will find below a list of printed materials which can provide you with job leads. Most of these materials can be found in a public library or by conducting research on the Internet. Our list includes:

Newspapers, local and non-local:

- Advertisements
- Articles about new projects and developments

Business magazines and trade journals:

- Advertisements
- Articles about new developments
- Names of people who are in charge of new projects

Yellow Pages:- an excellent source

Business Directories

Many list companies by kind of business and gives names of president and can be found at your local library or a university library.

Encyclopedia of Associations: - a complete listing of associations, their purposes, and their mailing addresses and web sites

Cold Calls

Let's review where we are. We started talking about cold calls and then we looked at ways to research who you are going to call. The research we should conduct is an ongoing process, and you will want to do some research every week. Of course, it's important to keep track of your discoveries and you can use a format like the one on the next to do this.

Make it a point to spend at least two hours doing research within the next 24 hours in order to develop the first list of companies that you may want to research.

Go to the library and seek help from the librarian if you need it. Use the Yellow Pages and Blue Pages of your telephone directory and most importantly use the Internet to conduct your research.

Research Summary Form

Date:

Source(s) of information:

Name of company:

Website address:

Telephone:

Useful information:

Potential contacts and titles:

E-mail address:

Telephone, if different:

Date:

Source(s) of information:

Name of company:

Website address:

Telephone:

Useful information:

Potential contacts and titles:

E-mail address:

Telephone, if different:

Broadcast Letters/E-Mails

OK. Let's get back to the actual cold calls. Most people feel uncomfortable developing contacts by making cold calls. To make the process a little bit easier, you might decide to send an advance notice of your intention to call. This will usually help make the response a little more positive.

Broadcast letters and e-mails are used for this purpose and, provided you are sending them to the person you really want to speak to within the company, they can be quite effective.

Take a look at the example broadcast letters/e-mails on the next three pages. As you can see, these can be sent with or without your resume.

If you send a broadcast letter, you are likely to receive a more positive response when you call later because you won't be taking the person by surprise. People are always more comfortable when they know what to expect. With e-mails remember that you always run the chance that your e-mail is thrown out without being read.

Another important benefit for sending broadcast letters/e-mails is that they give you a very legitimate reason for calling. You are simply calling to follow up on your letter/e-mail and if a receptionist or secretary asks you the nature of your call, you can simply give your name and say that Mr. or Ms. So-and-So is expecting your call.

In the previous section, you learned the essentials of writing and also practised writing good letters. Right now, you should also prepare two or three broadcast letters/e-mails which you will use later. Again, until you feel confident about the quality of your letters/e-mails have someone you trust review them.

Go ahead now and take a few minutes to read the example broadcast letters. Once you've done that, take some time to prepare your own broadcast letters.

November 7, 2015

Mr. John Smith
Vice-President, Engineering
Monenco Engineering Ltd.
622 Dorchester Street, 14th Floor
Montreal, QC.
V2C 1W3

Dear Mr. Smith:

I recently read Monenco's Consulting Engineering success story with much interest. Your role in securing the prestigious assignment of designing and overseeing the construction of a new subway system for Quebec City is very impressive. I am delighted that such a project will be handled by Monenco in view of the firm's reputation and commitment to quality work.

I am currently contacting successful executives such as yourself to seek advice concerning my career options and would appreciate a brief meeting with you at a convenient time.

For this purpose, I will be calling you in the next few days to set up an appointment. I look forward to speaking to you.

Yours truly,

Adam Bates
514-435-2245

May 7, 20016

Broadcast Letter/E-mail

Mr. Robert Johnson
Sales Manager
Proctor & Gamble
6209 Girard Avenue
New York, New York
56043

Dear Mr. Johnson:

For some time now, I have followed the rapid growth of your company with great interest, and find your approach to selling innovative and exciting. My husband is being relocated to New York, and this means that I will be resigning from a very successful sales career here in San Francisco.

Within six months of joining my present employer as a Sales Representative, I increased sales in my territory by more than 40 per cent. My repeat business sales also increased during that time by more than 25 per cent.

I would like to call later this week to arrange an appointment for the next time I am in New York in order to discuss the contributions I believe I can make to your company.

I have enclosed my resume for your convenience, and look forward to speaking with you soon.

Sincerely,

Susan James

May 7, 2016

Broadcast Letter/E-mail

Mr. Frank Chan
Vice-President Manufacturing
The US Clothing Company
696 Dorchester Street West
Dallas, Texas
54391

Dear Mr. Chan:

I read with interest the recent article in Business Review magazine which describes your company's remarkable achievements this year, and outlines your expansion plans. It is always nice to see an American company, such as Chateau Clothing, competing aggressively and successfully across North America and Europe.

At this time, I am investigating a change in career direction and would be interested in considering future opportunities which may develop within your organization. I enclose a copy of my resume for this purpose.

I plan to be in Dallas, in the middle of June, and will be calling you in the next few days to arrange for a mutually convenient time for us to meet.

Yours truly,

Paul Livingstone

Cold Calling

We've talked about sending broadcast letters and we talked about doing research on companies. All of this was to prepare you for making cold calls. They can be difficult, but they are not mission impossible. As a matter of fact, once you've made calls to secondary sources, cold calls are not much more difficult.

When making cold calls, you may find that you need to do some special things. First, you must determine the name of the person whom you really want to talk to: the person you will be reporting to or who has the authority to hire. Secondly, you should prepare an icebreaker to use when you do get the person on the line.

You'll find below some guidelines for getting the right person on the line, and you'll find some space to prepare your own script for getting past the receptionist. Take a few moments now to prepare a script in your own style and in your own words.

Getting The Name of The Person You Want To Speak To:

Just ask the receptionist for the name of the person in charge of thedepartment or the person who does in the company.

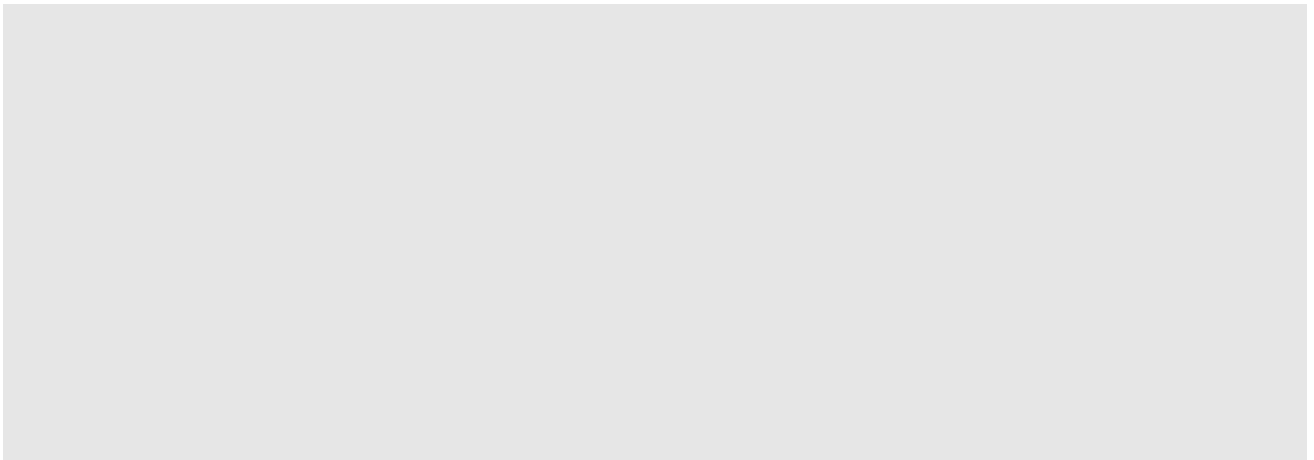
If you're asked the reason for the information, say that you will be writing or contacting that person for more information later on. Once you have the name, hang up and send a broadcast letter or call again the next day.

Once you have the name and you call back, ask to speak to the person directly. If the receptionist or secretary wants to know the nature of your call, say that you would like to ask the person's advice about a personal matter. Say that you understand that he or she is probably very busy and promise to be brief.

If the receptionist or secretary refuses to put the call through, thank her/him and hang up. Again, you may now want to send a broadcast letter or try to call again at a later date.

If you have sent a broadcast letter/e-mail, you can tell the receptionist that you would like to speak toand that he/she is expecting your call.

My Script (for getting the person's name, title, and getting the call put through):



Ice Breakers:

Once you are talking to the right person, you need an ice-breaker to take the place of a mutual friend's referral. Try several ice-breakers to see which one works best for you. Here are a couple of examples:

"Hello, Mr.my name is I understand that you are responsible for the Quality Control Department at Shell? Is that correct? (Yes. How can I help you?), Well Mr. I am a qualified (experienced)QC Analyst and I could be very interested in joining your group if there is a suitable opening. I would like to e-mail you my resume and would appreciate a meeting at your earliest convenience.

"Hello, Ms. my name is I am a qualified (experienced) and I thought that probably employs people with my background. Is that right? (Yes.) Do you know of any openings for a right now? (No.) That's OK, because what I'm also calling you for is some advice. I would really appreciate a few minutes of your time....."

Go ahead and prepare your script.

Script for Possible Ice Breakers:

1.

2.

3.

Once you break the ice, continue just as you would when calling a secondary contact. You may refer to your script for Secondary Contacts for a refresher.

Record Keeping Form

Now take a minute to glance at the next page. As you can see, this is a sample form for the kind of record you can use to keep track of your calls. It is very helpful to keep track of who referred you, who you spoke to, the dates, and how the discussions went. When you call these contacts again, you will have a much easier time to get them to focus on your situation if you can remind them of what was said during your previous call.

You can use this form as needed but preferably you will want to use an electronic system to make your notes keep track of your follow-up activities. (Outlook, Act, Intelligent phone)

Peoples' Strengths and Qualities

Notice the last item of the record form, the one with the heading "Strengths of Contact." Whenever you speak to any-one on the phone or in person, you should try to notice at least two of that person's strengths. Write the strengths down in this column. Was he helpful? Was she friendly? Was he a good listener? Did she show interest? Was he knowledgeable? Was she patient? Was he articulate? Was she sincere? Was he thoughtful? Was she resourceful? And so on.

This is very important because you'll be speaking to a lot of people. What better way to grab their attention the next time you call than with an honest, sincere compliment when the opportunity comes up? Remember, if you want others to take a special interest in you and give you some of their time, you have to show a genuine interest in them. A sincere compliment really works because we tend to like the people who act like they like us as well.

Now this is going to require some practice. We may not be used to looking at people in terms of their qualities and strengths. Even less, we may not be used to complimenting others. But your first calls will be to your friends and acquaintances, so why not practice identifying their strengths and then complimenting them?

When you feel confident in this approach, you can start using this technique when you make your other calls. Some of the easiest compliments to pay someone you don't know are things like: Knowledgeable, well-informed, the expert in your field, or helpful.

Take a few minutes now to review the Record Keeping Form.

Record Keeping Form – *Print as needed*

Contact:

Call Date:

Telephone:

E-Mail

Referred By: (If applicable)

Subjects Discussed and Actions to Take:

Follow-Up Date:

Strengths of Contact:

Contact:

Call Date:

Telephone:

E-Mail

Referred By: (If applicable)

Subjects Discussed and Actions to Take:

Follow-Up Date:

Strengths of Contact:

Contact:

Call Date:

Telephone:

E-Mail

Referred By: (If applicable)

Subjects Discussed and Actions to Take:

Follow-Up Date:

Strengths of Contact:

Typical Objection

The decision-makers you want to meet are probably very busy and are not necessarily open to meeting you unless they have a specific opening and feel that you could be qualified. The typical objection you will need to prepare for is:

We don't have any openings right now, why don't you send me your resume and I will contact you if and when we have a suitable opening:

How To Respond:

OK. Thank you. I'll be happy to e-mail you my resume.

Check that you have the right e-mail address and send the decision-maker your e-mail along with an appropriate cover letter (e-mail).

Then Stay In Touch

Try to find ways intelligent ways to stay in touch with that decision-maker periodically in a way that would not be annoying but could actually be beneficial for the decision-maker.

Dear....

Just came across this very interesting article onwhich I thought will interest you. I have attached it accordingly.

Let's stay in touch.

Best Regards

Dear ...

I will be going to the Chamber of Commerce networking event of and was wondering if you will be going. If you are, I'd love to connect. Let me know.

Dear

I will be coming downtown on for a 9:30 meeting right around your office on, and was wondering if I can invite you for breakfast – say at 8 AM that day if you are free.

Conclusion

Well, you've run the gauntlet and done all the preparation that needed to be done. You now have the strategies and the techniques for making the whole spectrum of calls, from the easiest ones: to your friends, to the most difficult ones: the dreaded cold calls.

Congratulations on completing Chapter 6.

Chapter 7: Handling an Interview and Controlling It.

We've just learned how to develop our network of contacts and how to find out about job openings before they are advertised. But once we have discovered an opening and have arranged to be invited for an interview, how do we prepare ourselves for that meeting? What can we expect during the interview? How should we present ourselves and what should we do to maximize our chances of getting the position that we want?

In order to help us understand what to expect and how to react, let's first define the purpose of the interview itself.

Purpose of the Interview

An interview is simply the method by which an employer fills a hiring NEED. It is a meeting during which the interviewer will ask questions. Your answers to the questions will help the interviewer measure your skills and background against the skills and background needed for the position. Whether or not you are hired depends upon how clearly you can show during the interview that you have the skills and background the employer needs.

This section will cover the best ways to clearly and advantageously present your skills and background in an interview. It will help put you in control.

Not in Control

What happens in an interview when you are not in control of it?

Well, once you've been called in for the interview, you will depend exclusively on the ability of the interviewer to conduct the interview. The interviewer will usually first try to put you at ease. Then you will be asked questions about your work experience, education, hobbies, and activities outside work. You are also likely to answer situational questions - what would you do in such and such situation. In many cases, the interviewer will not be experienced at interviewing, and may have some difficulty structuring the interview. Very likely you will find yourself hopping from one area to another, making it very awkward for you and very difficult for the interviewer to assess your background.

Not being in control, you may tend to keep your answers short and to the point. You probably won't express yourself sufficiently because you will not know what to expect from the interviewer and you will likely feel anxious.

In Control

When you are in control, this is how the interview will unfold.

First you will help the interviewer put you at ease and you will do the same for the interviewer. Then, having researched the company and the job that you are being considered for, you will direct your answers to show the interviewer how your background fits perfectly with the needs of the position.

Your answers to questions will be of appropriate length and will highlight your strengths and abilities. You will specifically demonstrate how on previous occasions you used these strengths and abilities. You will speak with confidence because you believe you are the best person for the job. You will help keep the interview structured by using opportunities, when both answering and asking questions, to lead the interviewer back to those skills and areas that you want to highlight.

You will not let the interview go in circles covering details of your background which do not relate to the needs of the employer. And by helping to keep the interview structured, you will automatically help the interviewer feel at ease and assess you properly. Finally, you will express your interest in the job, and you will ask for it if you want it and you think the timing is right.

Well, wouldn't it be nice to be in control?

The remaining part of this section will cover techniques to put you in control. Let's start at the beginning: preparing for the interview.

Preparing for the Interview

It was mentioned previously that the interview is simply the method by which employers fill a hiring NEED.

To be prepared for an interview, we must understand what employers' needs are. So let's discover exactly what employers' needs are by determining our own needs.

Needs When Buying a Car

We are all consumers of goods. When we purchase goods, we satisfy certain needs. As consumers of goods, how do we decide what to buy?

Let's assume for a minute that you win a lottery for a new car and that you must choose the car today. But before you step into the showroom, you want to do some thinking to determine what your needs are. Having won a lottery, price is not important. You decide you want something that you really need and that you can really use: not necessarily the most expensive car available. There are obviously some features that you want your new car to have.

On the next page you will find a list of some of the things that are generally important to consider when buying an automobile. Follow the instructions to complete your NEEDS analysis.

When you purchase an automobile, you either consciously or subconsciously establish a list of things you want it to have. In most cases, we buy impulsively because we are attracted by a specific feature.

Below is a list of the items, excluding price, which you normally will consider. On the right-hand side of each item is some space for you to write in your specific needs. By doing this, you are really thinking through your needs. Go ahead and do this now.

Needs When Buying a Car

Factors to Be Considered: Your Needs:

Size:

Features:

Appearance:

Purpose:

Quality:

Comfort:

Other:

Identifying Employers' Needs

What does that have to do with finding employment? Well, we talked earlier about employers' needs. One of the key elements in preparing for the interview is to learn to identify the needs of an employer before the interview. Then you can prepare yourself to show the interviewer you have the ability to fulfil these needs. Employers have sometimes given a lot of thought to their needs, but more often than not the needs have not been completely thought out. Regardless of the situation, as a candidate for a job, you have to think in terms of the employer's specific needs.

During the interview you must listen very carefully to the interviewer. As he or she asks you questions, you must detect the needs and address these directly. When the time is appropriate though, you will want to also address some needs that the employer may not have questioned or even given thought to. This is your chance to help the interviewer realize that you possess most of the skills and qualities he or she needs; this is your chance to sell yourself.

You might be thinking now that identifying needs of employers is not very easy. But with a little bit of practice, you'll be surprised how easy it is. Let's go through a few examples.

Employment Ads

A typical employment ad in the newspaper or on the Internet will provide a job title, some minimum qualifications, and an e-mail address, a procedure to response online, a fax number and/or address or phone number to which you can apply. Well, what can you do with that?

If you know the nature of the job from its title and the small amount of information given, you'll probably be able to determine many needs of the employer. For example, if you see an advertisement for an "Experienced Laboratory Technician" to work in a hospital, you can safely assume that the hospital needs the following:

- Someone who has good knowledge of different types of laboratory equipment and testing.
- Someone who can work independently.
- Someone who is familiar with laboratory and medical terminology and who is very accurate and quality-oriented.
- Someone who is dependable.
- Someone pleasant, with a helpful attitude.

Now, if you were a lab technician and were interested in this position, what you would do before responding to the ad would be to further define the needs. For example, you could easily do this by calling the laboratory at the hospital and asking about the type of equipment they have. Be general in what you say. Mention that you are a lab

technician and that you would simply like some general information about the kind of work they do and the kind of equipment they use. Utilize the telephone calling techniques learned earlier.

Once you have clarified the needs of the employer, your covering letter can specifically highlight your strengths in relation to these needs, and your chances of getting invited for the interview will be much greater.

What about a position for an “Internal Auditor” with computerized accounting experience? What are the needs of the company?

- Obviously, they will need someone with good knowledge of accounting, computerized accounting systems, and auditing.
- Someone who is dependable, reliable, and who will get the work done on time.
- Someone who is accurate and keeps control of details.
- Someone who learns fast and who is interested in a career in accounting.
- Someone with tact and diplomacy.
- Someone persistent, methodical, and detail-oriented.
- Someone with relevant educational background.

Most advertisements provide information about the responsibilities and requirements of the position, but again, you have to read between the lines and analyse the needs of the organization.

For example, this **sales position** requires a good knowledge of heavy machinery, sales know-how, and proven business management ability.

What are the needs of the organization?

- Someone with the ability to communicate well, capable of attracting the attention of others and the ability to convince them.
- Someone with the ability to take initiative.
- Someone capable of asking the right questions to identify the needs of a customer.
- Someone with knowledge of heavy machinery. Someone who can speak in depth about the product.
- Someone who is helpful and resolves the problems of customers quickly and efficiently.
- Someone who follows up on promises and keeps control of the paper work.

Well, you see now how important it is to think in terms of the employer’s needs.

General Needs of Employers:

For each job opening, employers have definite needs. Depending on the job opening, the needs will be different and the importance of a particular need will change. For example, it would be advantageous if a salesperson excelled at maintaining records. To the employer, however, it would be far more important that the salesperson be able to communicate with skill and be able to convince others.

On the next page of your workbook, you will find a list of needs that employers have. These needs are very general. When you think about jobs in the future, use this list to help you identify what the needs of employers are.

General Needs

- Accurate, good quality work
- Punctual
- Helpful and cooperative
- Willing to try other tasks
- Goes out of the way to get things done
- Pleasant and cheerful attitude
- Doesn't let things bother him or her
- Nice person to work with or to have customers deal with
- Good with numbers - calculates fast and accurately
- Organized - keeps good records and knows priorities
- Neat - in appearance and at work
- Hard-working - pushes to get things done
- Reliable - gets things done on time and as expected
- Takes initiative - anticipates work and takes action to get things done
- Good communication skills - communicates clearly and with ease
- Good analytical skills - analyses problems thoroughly to arrive at the best solution
- Team worker - works well in a group
- Flexible - can work weekends, overtime, and so on
- Educational background related to the job
- Work experience related to the job
- A fast-learner - someone able to catch on quickly
- Honest person
- Decisive - can make decisions quickly and efficiently
- Diplomatic - sensitive to others
- Good supervisor - a take charge person and a planner/organizer
- Energetic
- Stable
- Good technical skills related to the job

From now on it is vital for you to think in terms of employers' NEEDS.

Needs of Employers By Job Level:

This exercise provides you with a general list of employers' core needs, as well as a list of needs for each level of job which you may be applying for. You'll recognize the levels of junior employee, intermediate employee, and so on from the exercises you used when preparing your resume. You have already satisfied most of these needs in previous positions at school, during your hobbies and during your volunteer work.

Read the list carefully. Then write in the corresponding space on the right-hand side, two or three specific situations where you filled that need. For example, if dependable is the core need, perhaps always being on time is one example of showing how dependable you are. Meeting deadlines could be another. If you need to illustrate that you can take initiative, a specific project at work could be a good indication of your ability to take initiative.

This is a very important exercise because it will thoroughly prepare you for the interview itself. The questions that the interviewer will ask are aimed to disclose whether you can fill a specific need. If the interviewer is trying to assess how dependable you are, what better way is there for you to show that you are dependable than by outlining specific examples of your dependability in other situations? Completing this exercise is more important than you probably realize.

Many people can meet an employer's needs, but flounder in an interview because specific examples of past good performance don't come to mind. Now is your chance to prepare yourself to make a winning impression.

Start with the characteristics under "Junior Employee Level Position" and continue through the exercise until you reach your present level. Then, try to go beyond that level and recall some examples of things you have done which show your potential or ability to work at a more advanced level.

Go ahead and do this now.

Needs for Junior Level *(These vary depending on job)*

Examples of how and or where you met the needs:

Learns quickly

Helpful and cooperative

Pleasant and cheerful

Hard-working and honest

Punctual

Needs for Intermediate Level *(These vary depending on job)*

In addition to the needs for junior level, include:

Examples of how and or where you met the needs

Well-Skilled

**Reliable and
dependable**

**Accurate and
detail-oriented**

Trustworthy

Takes initiative

Team worker

Examples of how and or where you met the needs

Organized

**Can teach or
supervise
others when
needed**

Needs for a Supervisor/Team Leader Level: *(These vary depending on job)*

In addition to the needs listed previously, include:

Examples of how and or where you met the needs

**Skilled in
communication**

Good organizer

Good problem solver

Examples of how and or where you met the needs

**Good leader and
example setter**

**Can Motivate
Others**

Good Listener

Needs for a Manager/Executive Level *(These vary depending on job)*

Examples of how and or where you met the needs

Decisive

**Evaluates and
analyses very well**

Examples of how and or where you met the needs

**Takes advantage
of opportunities**

Achieves results

**Assumes complete
responsibility**

**Sees trends and
Conditions in advance**

**Promotes the company
With outside contacts**

**Oversees the vision
and mission of the organization**

Big Step Forward

You've just taken a big step forward toward interview success by making sure that you can demonstrate your ability to meet an employer's needs. It's a good idea to review this list frequently until you know it by heart.

In Chapter 5 you covered the research that should be conducted before making cold calls. After you have been invited for an interview, you should conduct the same type of research on the employer you are visiting and on the position you are being interviewed for.

Research Prior to The Interview

On the front and back of the next page is a questionnaire covering information you should research before going to each interview. Notice how detailed the questionnaire is. You are attending an interview, and the more information you have beforehand, the better your chances of speaking intelligently and impressing the interviewer. Most of the time, you will know the position for which you are being interviewed. If it is not mentioned to you when you are invited for the interview, make it a point to ask. If you are attending an advice type of interview to clarify your career options, you should conduct similar research on the company.

To practice your research skills, plan to go on the Internet and/or to the library within the next 24 hours and conduct some research on a company which you would really like to have an interview with. If you are not sure of the web address of a particular company, call reception at that company and you'll be able to get the web address.

Make sure you take a copy of the form on the next page with you. Using a pencil and an eraser, fill in the form as you conduct your research. Again, use the same sources listed in Chapter 5 when conducting your research. After you have gone through the exercise once you will know how easy or how difficult it can be to gather all the information. With a bit of practice, the process will become easier.

Keep this form handy. In the future, before going to an interview, make sure you complete as much of your research as you can. This effort will pay off quickly as you gain advantage over all the other candidates who have not prepared themselves adequately.

Interview Research Form – *Fill and Print to Read Before Each Interview*

For Each Position You Apply To Complete Part A:

A) Position Title:

Date I Applied:

How Did You Discover The Job Opening?

Employer:

Telephone:

Main Responsibilities As You Understand Them:

Main Needs of The Company

How You Meet The Needs

B) If You Have Been Invited For An Interview: *(Research and complete Part B)*

Interviewer's Name:

Location of the interview:

Time:

Date:

Company's main products/services:

Number of employees:

Location of head office:

Who owns the company?

Any recent downsizing?

Insider Information - Useful to Have: *(if you know someone who works for the company)*

Information about the interviewer: *(Interests, type of person, hobbies)*

Why is there an opening?

Why did the incumbent leave?

Reputation of the department?

Helpful Hints

You have nearly completed all the preparatory work. Take a few minutes now to read through the following pages.

A Checklist of Things to Do

- Be on time. This is very important. If you're not familiar with the location of the company, use Google Map or MapQuest to plan the trip or use your GPS. It's also important to leave early for the appointment in case there is a traffic problem.
- By the same token, don't show up for the interview too early. If you arrive at the company premises early, go for a walk or for a coffee, and present yourself on time.
- Be dressed appropriately. Make sure that your clothing looks neat and well-pressed. As a rule, it's better to overdress than under-dress.
- Treat everyone with courtesy, including the receptionist, secretary, security guard, or anyone else you meet while on company premises. These people may volunteer their impressions to the interviewer.
- While waiting for the interview, if you find any company literature at the reception table, glance through it. You may be able to discover something which could be useful to talk about during the interview.
- If you work in a specialized field, bring a magazine or a book with you that is related to your field. This may catch the attention of the interviewer and may also provide the interviewer with an easy way to break the ice at the beginning of the interview.
- Make sure you know the names and titles of the people you will be meeting. If the names are difficult to pronounce, check the pronunciation with the secretary or receptionist beforehand.

Interviewers — High Reactors/Low Reactors

You will be interviewed by many different people. Some of them will be high reactors, others will be low reactors.

A high reactor lets you know how things are going. He or she voluntarily provides you with all kinds of information about the job, their first impressions of you, their difficulty in finding a suitable candidate, their unhappiness with the weather, the kind of employee they need to have in their department, and so on. They react to you and you can easily tell where they're at.

On the other hand, the low reactor will probably say too little over too long a period of time. It takes hard work to determine the needs of that person. A low reactor in an extreme situation may let you do most of the talking while showing no response to your statements. He/she will avoid answering questions until the end of the interview.

Most interviewers are a combination of these two extremes. Regardless of whether you are being interviewed by a high reactor or a low reactor, your goal is to verify your information about the job and the company's needs, and then show how your background and experience fulfil these needs. While it is easier to do this with a high reactor, you need not be discouraged with the low reactor; you just have to be more persistent and approach the interview in a slightly different way. We will discuss this special strategy later.

The Pace of the Interview

Usually, people who do things quickly are fast at many things they do. They are fast talkers, eaters, decision-makers, walkers, and so on. They are also likely to keep the pace of an interview relatively fast.

It's important to notice the pace of the interviewer and to maintain the same pace. If the interviewer interrupts you and moves to another subject, you must react fast and carry on with the next subject. It may not be your style now, but with practice you will be able to react fast. If you are being interviewed by someone who keeps the pace slow, slow yourself down. Try to make the interviewer at ease throughout the discussion.

Body Language

Body language is what you communicate to others with your body gestures. It's important during the interview to be conscious of what you are communicating and to observe the interviewer for any information that you can get this way.

What You Should Do During the Interview

Avoid making abrupt movements. Sit comfortably but stay alert. Keep your arms and hands relaxed and at your side or on your lap. Maintain eye contact with the interviewer, and show warmth and enthusiasm by smiling, nodding, or making other appropriate facial signals. If you are sitting across a desk from the interviewer, lean in from time to time to show interest.

What You Should Observe About the Interviewer

Can you observe any signs of boredom? If so, quickly change the subject and try to involve the interviewer.

Can you easily make eye contact, or is the interviewer distracted or withdrawn? Again, try to get the interviewer's complete attention.

Is the interviewer showing signs of being upset or impatient: crosses arms, shifts in the chair, withdrawn, defensive? Back off the topic quickly and gracefully.

Does the interviewer like what you're saying: leans forward, eyes shining, nods head? If so, expand on what you're saying.

Well, you know now what to expect from the interviewer. You might be dealing with a high reactor who will tend to be abrupt, who doesn't like to listen too much, and who enjoys doing the majority of the talking. Or you might be dealing with a low reactor who will listen intently, will make few comments, and is difficult to figure out.

The pace of the interview is very important. You want the interviewer to feel that things are going smoothly. Try to be sensitive to the pace of the interviewer.

Finally, body language can tell you a lot about the interviewer and you should be aware of what it reveals about you.

What is important for you to assess in the first few minutes of the interview is what kind of person you are dealing with so you can respond accordingly.

As a final note, something important to keep in mind is that interviews very often follow one after the other and interviewers can become tired fairly easily.

If you can influence the time of your interview, try to arrange it between 10:00 a.m. and 11:30 a.m. Definitely avoid interviews right after lunch, and don't be the last candidate interviewed.

Interview Handling Techniques

We are going to look at two types of interviews. The first is the telephone screening interview in response to an advertisement. These interviews occur frequently for positions being filled outside your home base. The second type of interview is the “in person” interview at the company location.

Telephone Screening Interviews

When interviewers contact candidates for a telephone interview, their objective is to quickly screen all the applicants. Based on the telephone conversations, they will invite the applicants who seem to respond best to the position needs for interviews. It's very important to prepare yourself adequately for these telephone interview calls.

The best way to prepare for these calls is to develop the habit of taking 10 to 15 minutes before applying for any specific job opening, to complete **Part A** of the **Interview Research Form** on Page 178, to print it and file it in such a way that you can quickly find it if you are invited to schedule a telephone interview or are invited for an in-person interview.

If you are invited first for a telephone interview, all you need to do is to carefully read Part A of the Interview Research Form before the telephone interview and keep the form by your side during the interview so that you can refer to it if needed.

When answering questions, make sure to focus on what you bring – your strengths and skills and how they do meet the needs of the employer.

On the other hand, if you are invited for an in-person interview, you will need to complete Part B of the Interview Research form.

The In-Person Interview

It's now time to talk about handling the interview itself. The interview can usually be divided into six main areas of discussion. These are:

- Initial warming-up period.
- Your educational background.
- Your work experience.
- Your goals, self-evaluation, accomplishments, and motivation.
- Enjoyable leisure and activities.
- The closing of the interview, at which time you'll be provided with information about the job and the company, and your questions will be answered.

While most interviews normally cover these six areas, the format and emphasis is likely to differ from interviewer to interviewer and from job to job. For example, if you are being considered for a sales position, the interviewer will probably spend most of the time covering your motivation, goals, and accomplishments. Often enough, the interviewer may jump from one area to another or will cover one area in a lot more depth than another. Any area that the employer covers in depth indicates some important employer needs in that area. Be sure to address these needs very directly.

Warming-Up Period

The first two to three minutes of the interview are normally used by the interviewer to put you at ease. It is very important for you to also make the interviewer comfortable during this period. Talk about the facilities, a major sporting event and so on; if you can, pay the interviewer an honest compliment about the company, the office, the nice plants in the hallway, or anything else that catches your attention.

You may want to thank the interviewer for seeing you so promptly or for arranging the interview at such a convenient time. However, it is important that the compliment be genuine, otherwise the interviewer may perceive a lack of sincerity.

The first few minutes of the interview are very important. If you get started on the wrong foot, it will be very difficult to turn things around, so be sure you generate a positive impression.

Educational Background

The next area is your educational background.

If you are being interviewed for a technical type of position, emphasis will be put on your educational background. If you have extensive work experience, the interviewer is likely to deal less with your educational background and will concentrate more on your work experience. Go now to the exercise below and on the next few pages.

Starting below and continuing on the next few pages is a list of the questions that are usually asked regarding educational background.

Let's review some of the questions on the list to find out what the interviewer is trying to discover and what kind of information you are providing the interviewer when you answer.

Questions Related to Your Educational Background

1. How did you enjoy your school years?

What The Interviewer Is Trying To Evaluate:

Here the interviewer is evaluating how positive or negative you are about your education and accomplishments. The interviewer is determining your ability to reflect back and to analyse your schooling years and, at the same time, is obtaining information about your attitudes and some of your values and goals at different times.

The company may be needing someone stable, who has a positive attitude and who can analyse problems and situations objectively. Think about your answer to that question and take a few minutes to write it in the appropriate space below. Do this now.

Your Answer:

Now examine your answer. What does it tell about your attitude? For example, if you answered that you didn't enjoy school at all and you found the whole process somewhat useless, be prepared to explain yourself thoroughly. If you criticize your school years in any way, be prepared to justify your reasoning. You should be honest, but be careful at the same time. If you are bringing some negative information out in the open and you do this regularly throughout the interview, you will be perceived as a negative type of person.

Let's go over the second question.

2. Why did you decide to get into this particular area of study?

If your area of study is related to the job you are being considered for, the employer is probably evaluating the sincerity of your interest in the field. The employer is trying to evaluate your reasoning abilities and your motivation.

The employer will need a person who is motivated and genuinely interested in that area, and may need someone who will be willing to continue study in the field because of changes in technology.

Conversely, if your area of study is not related to the position, the employer may be evaluating your overall stability and decision-making ability. Are you going to change direction again and how soon?

The employer usually spends a considerable amount of money and effort to train a new employee, and will need someone stable who is going to remain with the company to make that effort pay.

Go ahead and write your answer in the space provided. Keep in mind that while it is important to be honest, there may be information in your answers that should not be offered because it does not serve the purpose of presenting you positively in relation to the needs of the employer. As you complete this question and the ones that follow, think about what your answers really tell the interviewer, and see where you can make some changes to present the facts in a more positive light.

Your Answer:

3. Why didn't you pursue your education further?

Again, the interviewer is evaluating your motivation and interest.

If you left school before completing your studies, the interviewer may be questioning your ability to complete things. Did you leave school because you had solid reasons or did you leave on the spur of the moment?

The employer probably needs someone dependable who will complete what is started - someone who will not quit on the spur of the moment and who does not change his or her mind irrationally. It is important to reassure the employer that you are dependable. Go ahead and write in your answer now.

Your Answer:

4. How do your marks reflect your efforts?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

5. How did you find your teachers?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

6. How did you find your fellow students?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

7. What other activities besides studying did you undertake while at school?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

8. Which courses did you enjoy most and which courses did you enjoy least?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

9. Are you planning to take more courses? In what area?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

Areas The Interviewer Is Possibly Trying to Evaluate

1. Interpersonal skills
 - Ability to work with others
 - Ability to relate well with others
 - Humour
 - Supervisory style
2. Analytical skills
 - Ability to analyse problems
 - Ability to think in an organized manner
 - Degree of logic
3. Intellectual skills
 - Ability to conceptualize solutions
 - General alertness
 - Ability to understand problems
 - Ability to learn fast
4. Communication skills
 - Ability to express oneself — verbally and in writing
 - Ability to listen
 - Ability to make presentations
5. Maturity
 - Dependability and reliability
 - Seriousness and balance
 - Ability to complete what is started
 - Self-confidence
6. Decision-making ability
7. Working habits
 - Punctuality
 - Neatness
 - Drive
 - Energy level
 - Persistence
8. Organizational skills
 - Ability to organize oneself
 - Ability to organize others
 - Ability to plan
9. Technical skills required for the position
10. Goals and motivation
 - How these relate to what the company can offer
 - How realistic they are
 - Interests
11. Education and how it relates to the position
12. Previous experience and how it relates to the position

Good work. This analysis will be invaluable when you actually go through the interview.

Since each interviewer will be asking questions based on your particular background, there are no right answers in this exercise. However, you may want to check your answers with the following list of characteristics and strengths which the interviewers may be trying to evaluate.

Possible Answers to Questions 4 to 9

4. How do your marks reflect your efforts?

The employer may be trying to evaluate:

- Intellectual skills — how fast you learn
- Working habits — drive, energy level
- Maturity — seriousness

5. How did you find your teachers?

The employer may be trying to evaluate:

- Interpersonal skills — ability to relate well and work well with others
- Maturity, judgment, ability to tell theory from practice

6. How did you find your fellow students?

The employer may be trying to evaluate:

- Interpersonal skills — ability to relate well and work well with others
- Maturity, judgment
- How you spent your time at school — more socializing or more studying?

7. What other activities besides studying did you undertake while at school?

The employer may be trying to evaluate:

- Organizational skills — ability to organize yourself so that you could do both studying and participating
- Interpersonal skills, breadth of interests, “all-around” capability

8. Which course did you enjoy most and which did you enjoy least?

The employer may be trying to evaluate:

- Technical skills — your interests in some important courses that are related to the job
- What motivates you as a person
- Intellectual skills — do you always prefer easier types of courses?

9. Are you planning to take more courses? In what area?

The employer may be trying to evaluate:

- Maturity, dependability, and reliability — will you be leaving work to go to school, or can you be expected to stay at the company?
- Intellectual skills
- Desire to improve yourself

Analysing the questions of the interviewer and preparing positive answers is a very important process, particularly when you have an interview with a low reactor: the one who doesn't tell you very much about the needs of the company. By preparing your answers and directing your replies as much as possible to probable needs and concerns of the employer, you are much more likely to create the favourable impression you want, and consequently be offered the position.

If you are dealing with a high reactor interviewer, your role will be easier because you will find out the actual needs of the company by asking questions at the beginning of the interview. By determining the job description and what is expected of you if you are hired, you can narrow down your answers to correspond directly to these needs.

Embarrassing Questions

Remember, if the interviewer asks you an embarrassing question that may reveal some negative information about you, your best approach is probably to deal with the issue directly. You would not have been invited for the interview unless the interviewer thought that you probably could do the job.

So what you should do in this case is explain the situation candidly. If you made a mistake in the past, you should be open about it. However, it is very important to talk to the interviewer about what you learned from the experience to provide reassurance that it will not repeat itself.

If you can predict the concern of the employer such as: age, lack of work experience, being a minority, or being a woman applying for a non-traditional job, be sure to have these concerns sorted out in your mind so that you present information that transforms what initially appeared to be a negative factor into a reason to hire. You can do this with virtually any condition.

For example, if you could be perceived to be too young, then you should show how your age works to the employer's benefit: you have enthusiasm, energy, willingness to listen and learn, good health, no major financial concerns, no other commitments to distract your attention from the job, you are available to work irregular hours, have learned no bad work habits, and so on.

If you could be perceived to be too old, then show how your age works to the employer's benefits: you have invaluable experience, you are stable and settled and will not be making a change in career direction, you have a proven track record, you have many contacts, and so on.

If you feel you have not been treated properly at a previous job, the interview is not the place to complain. Talk positively about all your employers, teachers, and educational institutions. This is not always easy, but it is very important. By criticizing your previous employer or other parties, you are hurting yourself considerably.

You could be telling the employer that you are not a flexible or cooperative type of person. You could also be perceived as a complainer, and you will have a difficult time changing this perception later on during the interview.

If you have had a difficult situation at one or more of your jobs and it becomes apparent that you did not leave on particularly good terms, be sure to volunteer the names of references in that company: perhaps colleagues or supervisors who will speak positively about you.

Questions About Your Work Experience

1. Describe your duties at _____:

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

2. How do you organize your time at work?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

3. Why did you leave your position with _____ ?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

4. Why did you leave this job before finding a new one?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

5. What did you learn during your employment with _____ ?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

6. Please describe a situation where your work was criticized. How did you handle it?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

7. How do you feel about job rotation and working overtime?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

8. Describe a difficult work relationship you had to go through. How did you handle it?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

9. How would your colleagues at _____ describe you?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

10. Describe a difficult problem at work you were not able to resolve. What happened?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

11. Describe what you feel to be an ideal work environment?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

12. What did you enjoy least in your position at _____?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

Questions About Yourself:

1. What are your goals?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

2. What would you consider to be your most important accomplishments to date?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

3. What do you expect from yourself?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

4. What do you consider to be your major strengths?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

5. What do you consider to be your major weaknesses?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

6. Tell me about yourself.

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

7. What are some of the goals you've set for yourself and which you did not accomplish?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

8. Why should we hire you?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

9. What do you know about our company?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

Questions About Hobbies

1. How do you spend your time outside work?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

2. What are your favourite hobbies?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

3. What do you enjoy about this particular activity?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

4. How good are you at _____?

What is the interviewer trying to evaluate?

Your Answer and What it Tells About You:

Your Most Positive Answer:

Benefit Statements

When answering questions in an interview, always keep in mind the needs of the employer.

In fact, the most efficient interview is one in which you not only have knowledge of the employer's needs but are comfortable showing, with benefit statements, how you can satisfy those needs. A benefit statement takes the relevant part of your background and interests and explains how that combination satisfies a need. If you show how you can satisfy a need, then that presents the employer with a reason to hire. Provide the employer enough reasons to hire and he or she will!

Controlling the interview does not mean manipulating the other person - just making sure you have your best foot forward and the employer can see it.

For these reasons, your questions should come as close to the beginning of the interview as possible.

The purpose is to identify and verify as early as possible the needs of the employer so that you can address these needs throughout the remaining part of the interview. You may find this approach awkward at first, so let's not push it.

Use the traditional approach that we talked about, but start asking questions about the job and responsibilities earlier in the interview when practicing interview until you are satisfied it fits your style.

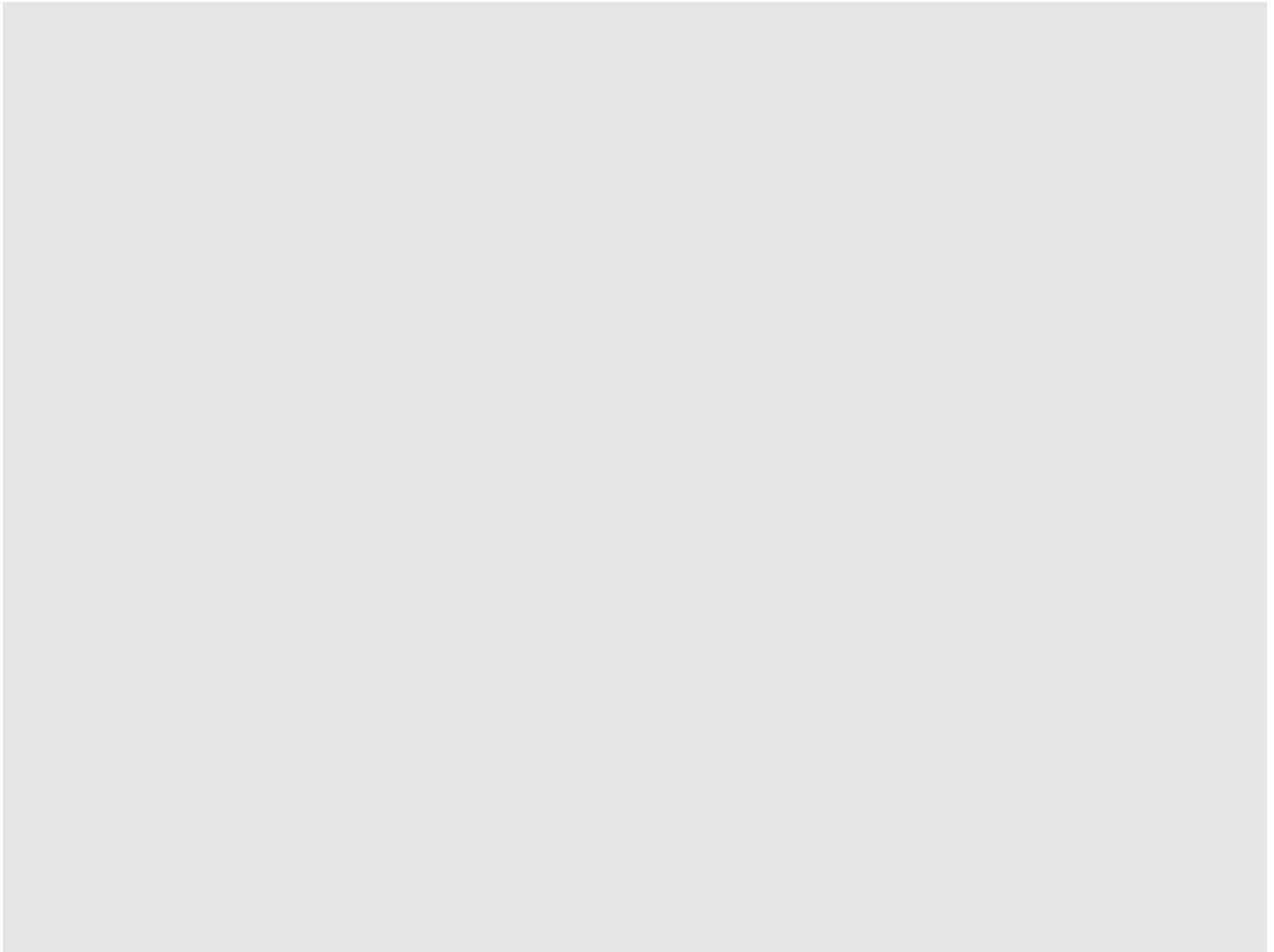
Questions For The Interviewer

By the end of the interview you will have answered many questions and it's only fair that you get a chance to ask a few ones yourself. One way of showing interviewers your interest in the company and the position is to be prepared to ask a few questions. This is important and you should really prepare a dozen or so questions that you may want to ask during the interview. You will probably want to ask about salary but do not ask about benefits during a first interview. You will want to ask about the job itself if the interviewer did not describe it in detail.

Your questions can be about the work itself, who you report to, your chances of advancement, opportunities for training, what is expected of you, hours of work, working atmosphere, and so on. The important thing is to ask at least a few questions. Also, at the end of the interview you should express your interest and find out when you can expect a decision. You should also ask for the job.

Prepare Your List of Questions

So go ahead and list below, in your own words, 12 or more questions that you should remember to ask at the end of the interview.

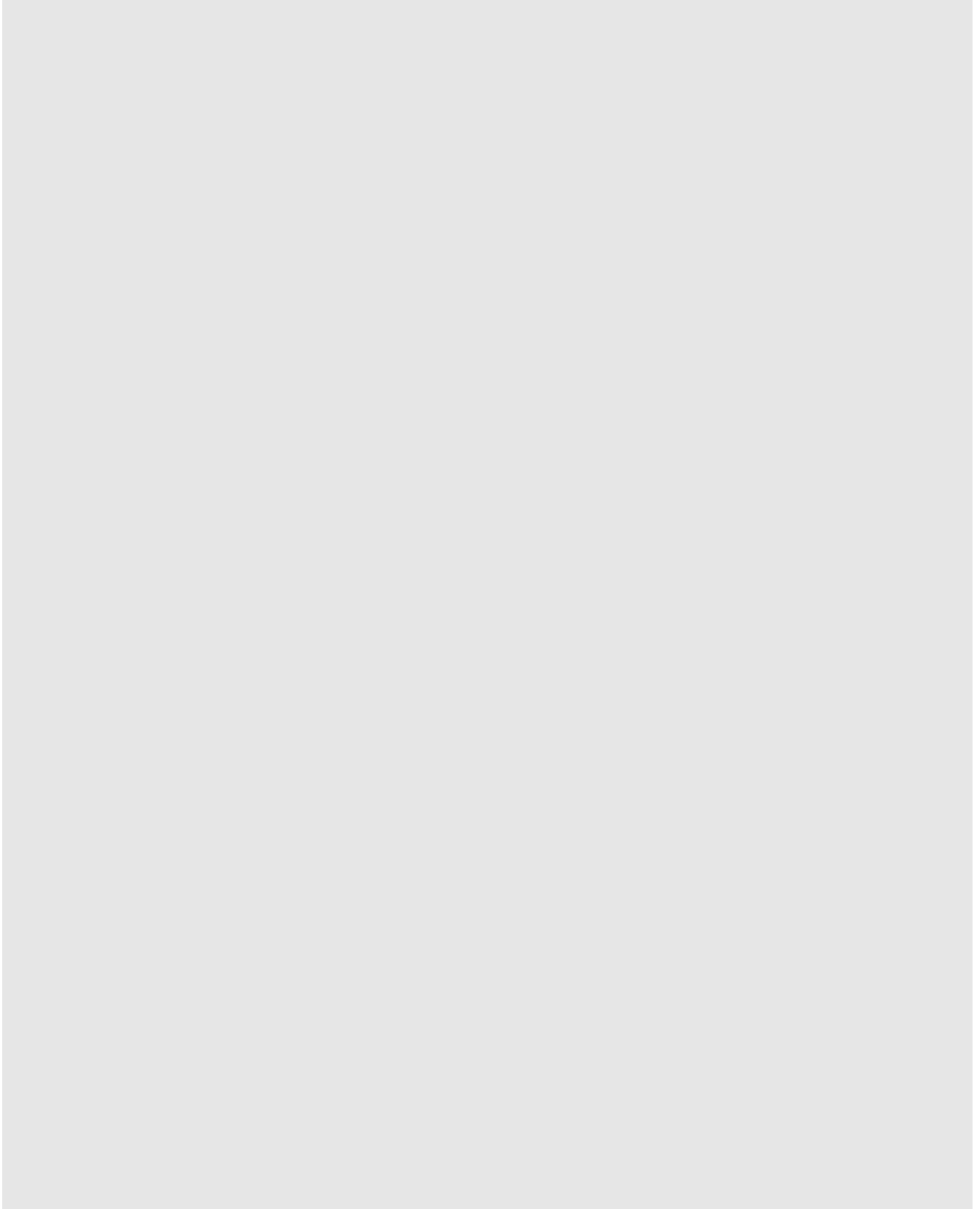


Interview Questions You Can Expect

What you should do now is examine your resume carefully. Also, look at the typical questions you can expect from the questions you answered earlier. Based on your background and experience, prepare a list of the questions that you are most likely to be asked during the interview. For example, if you have had a tendency to move frequently from job to job, you can expect to be asked thoroughly about your reasons for leaving each employer. If you have gaps in employment, you will probably be asked to explain these periods. Your list of questions should include ones that you find particularly embarrassing or difficult to answer.

When you complete this exercise, you should have at least twenty-five questions to cover your background and experience. Go ahead and complete your list on the next page of your workbook.

List of Interview 25 or More Questions To Expect and Prepare For:



Interview Practice Exercise

It is now time to work with the list of questions you just prepared. Spend at least an hour examining the questions that are more likely to come up based on the employer's needs. Practice your answers and record them. This will be very useful in evaluating how you come across - check how positive you sound.

Remember, it is very important that you come across in a natural and confident way during the interview and to do this takes practice. Be sure to repeat this exercise before each interview.

You can also practice with a friend or a member of your family whose judgment you trust.

But practice you must.

Interview Assessment Form

Now let's jump ahead to that point in time when you have just completed an interview with a potential employer. One of the things you will want to do at that point is to assess the interview.

This is important because you need to think about the areas where you have done well and the areas where you may need more practice before your next interview. Look at the Interview Assessment Sheet on the next page. This form outlines the information you should gather.

Take a copy of this form along with you to each interview and use it as a guide to evaluate the results as soon after the interview as possible.

Interview Assessment Form

Date:

Employer:

Interviewer:

Job Title:

Reports To:

1. Aspects that went well in the interview: *(Succeeded in getting information, highlighted my strengths, was relaxed, spoke with ease, etc.)*

2. Aspects that require some improvements: *(Forgot to ask important questions, didn't communicate well enough some of my strengths, etc.)*

3. Needs of the company as I assumed them before the interview

4. Needs of the company as I perceive them after the interview

5. What I learned from the interview:

6. Salary and working conditions:

7. How do I really feel about the opportunity?

8. Summary of things I want to practice before my next interview:

Deciding About an Offer of Employment

All right. It's time for the last exercise in this section. Now that you are developing the skills for a successful job search, it is likely that you may soon receive an offer of employment, or perhaps two, and you may have to decide which offer to accept. The information in the following exercise will help you remember all the different points you should consider before accepting an offer.

Go ahead now and quickly glance at the exercise. If you are in a situation where you have to decide among several offers, or if you have an offer of employment and are not sure whether you should accept it or not, it could be important to answer the following questions for each offer you receive:

1. What do I like about this particular job?
2. What makes me hesitate about this job?
3. What would I worry about if I accepted this job?
4. Which of my strengths will I be using to perform this job?
5. Do I enjoy using these strengths?
6. Do I have any weaknesses or dislikes that will cause me problems on the job?
7. What will I be learning?
8. Will what I learn be helpful to my overall career direction?
9. Am I likely to be bored or be challenged by the job in the long run?
10. Do I like the people I'll be working with?
11. Will I have freedom to perform, or will I be tightly controlled?
12. Can I picture myself looking forward to going to work each day?
13. What is my overall "gut feeling" about this job?

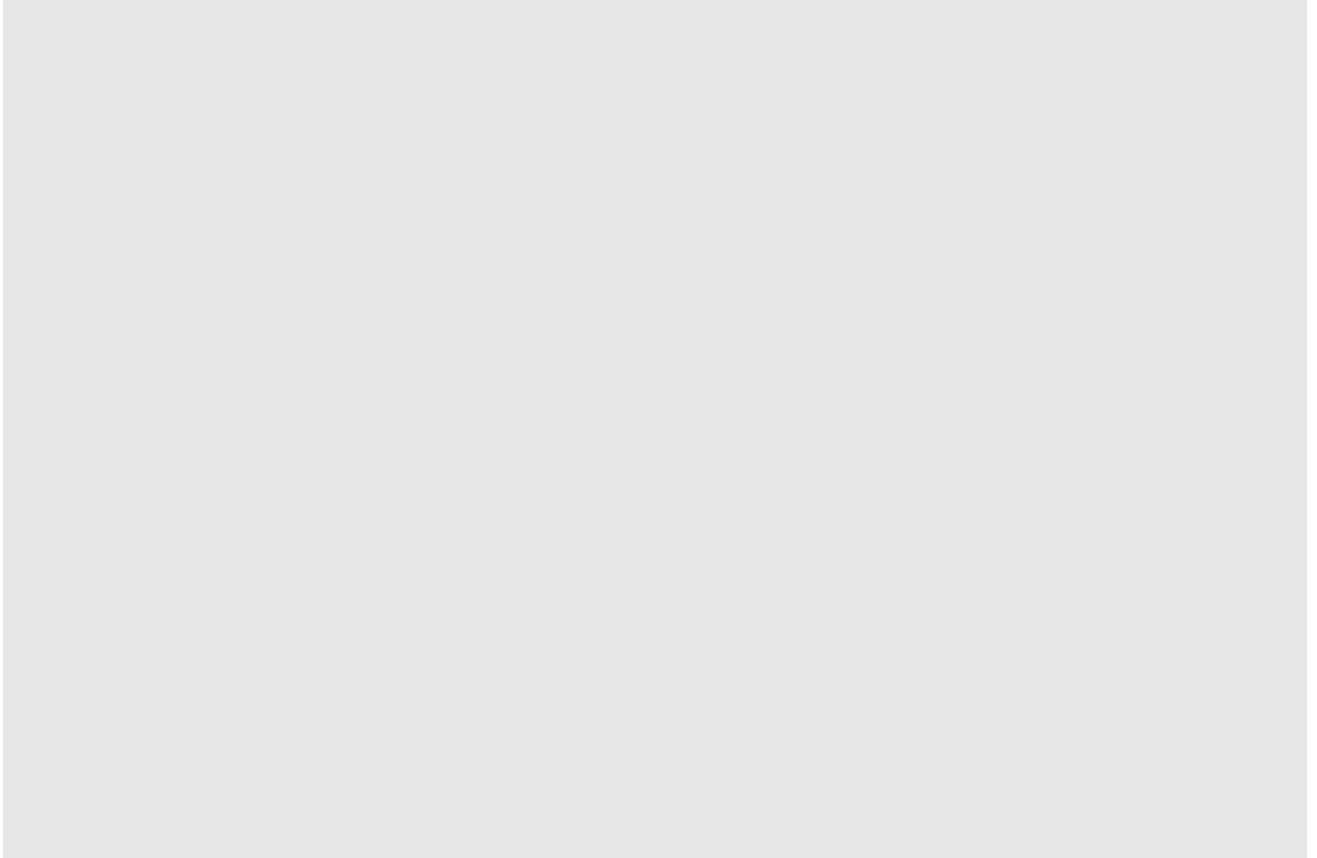
Congratulations

You can now start to go to interviews with more confidence. You will also be able to deal much more efficiently with many everyday situations that you run into.

It was a lot of hard work and you will probably need to continue to perfect your presentation, but as you continue to practice, you will build confidence. And as you build confidence, your presentation will improve immensely and you will find yourself taking charge of interviews in a natural way.

This completes Section 7 of the program.

Notes and Action from Chapters 7



Interested in increasing traffic on the website of your organization in order to increase the sale of your products and services or the level of donations if you are a not-for-profit organization?

Interested in being perceived or improve your perception as a community leader who is concerned in the well-being of your clients, prospective clients, employees and their family members, as well as your volunteers and their families if you are a not-for-profit organization?

You can do so by asking G.O.L.E.A.D. to insert a one-page advertisement in their FREE virtual presentations, or educational courses that can helps recipients improve the quality of their life.

For more information, please send an e-mail to G.O.L.E.A.D. at golead2017@gmail.com indicating your interest in advertising. Please provide us at the same time with your website address, contact name and telephone number.

Chapter 8 – Planning My Time Effectively

You've worked hard, but you've also developed or refined a lot of necessary job search skills. What you need now is a plan for pulling all of these skills together and using them to obtain the interview and the position you want.

Up to now, you've been thinking like a chess player: gathering skills and equipment for playing games. Now it's time to start thinking like a master player by planning how you're going to win your chess games.

You need an overall strategy plan.

In this section you are going to develop a strategy plan. But first, before you actually plan your strategy you must figure out exactly what things need to be included.

Ten Points To Remember During Your Job Campaign

Here are 10 points you need to keep in mind every day.

1. Make your daily calls; speak to and meet as many people as possible. Make an effort to see strengths and abilities in each person you meet. Try hard to listen, take a genuine interest in each person you meet, and make friends with everybody. If you want people to help you, they must like you. Treat people with respect.
2. Keep accurate records of everything you do. Follow up on promises. If you indicate to someone that you'll call in 10 days, call in 10 days. Show that you're dependable and organized.
3. Plan your activities carefully one week ahead of time, so you know what you will be doing every day. Make realistic plans so you can accomplish daily goals with a reasonable amount of effort.
4. Avoid procrastination. Unless something exceptional happens, stick to your plan. Whenever necessary, repeat the **Picking Myself Up by the Scruff of the Neck Exercise** from Chapter 2 of your course.
5. Leave a good impression on everyone and keep your morale high by maintaining your personal appearance at its best.
6. Always prepare before going to an interview. Read over your list of strengths and your resume and complete the pre-interview exercises in Chapter 7.
7. Arrange to spend time with people who are helpful to you: people who believe in you and who make you feel good about yourself – ones you listed in Chapter 2.
8. Maintain your energy and enthusiasm by ensuring that each day includes a balance of job search activities, physical exercise, mental relaxation, and plain good times.
9. Your positive attitude is a key ingredient. Give yourself support whenever necessary by reviewing your list of strengths and repeating the exercise that reduces worry from Chapter 2. .
10. Remember to make stress work for you by taking positive action. Use all your energy in a positive way. Act positively instead of worrying.

Maybe it's a good idea to go back to item 3 from that list. Remember that the most important thing you can do is to keep the promises you make to yourself. When you are planning your activities, you are really making a promise to yourself and each time you keep a promise, you increase your confidence.

The way to ensure that you keep your promises is to make promises which are reasonable. Don't make a plan which is impossible to follow. Make a plan you know you can accomplish.

It's also a good idea to go back to item 8 from that list. A job search campaign is very much like a chess tournament. You might win the game today, but then again you might not win for quite a while. So it's important to pick a pace that you can work with. Don't burn yourself out by doing too much too fast. Make sure that every day you include a good mix of work, physical exercise, and just plain good times.

Hobbies and Interests

Speaking of good times, have a look at the following exercise. On this page you should list the things that you enjoy doing. You might think it's strange to list these things because of course you'll be doing them.

Well, that's not necessarily true. It's possible for you to start to feel that until you have employment, you should be spending 100 per cent of your time trying to find work.

Don't let this happen to you. Write down a list of things that you really enjoy and refer to it often.

What I Enjoy:

Physical activities: *Playing tennis, football, skiing, walking, aerobics, swimming, etc.*

Socializing: *Inviting people over, going out to dinner, clubs, meeting friends for coffee, texting, etc*

Recreational: *Movies, TV, going to a baseball game, etc.*

Family-oriented: *Playing with children, family gatherings, etc..*

Community-oriented: *Community meetings, volunteer work, join community clubs, etc.*

Alone: *Reading, writing, drawing, painting, meditation, prayer, listening to music, etc,*

Stress Reducers

Very good. Now have a look at the following list of stress-reducing activities. The great thing about all of these activities is that they're enjoyable, even the very first one — doing work that moves you toward your employment goal. This is enjoyable once you get rolling because it eliminates worries and increases your confidence. All of these things feel good. Don't miss out on the enjoyment of these activities. Take a minute to look them over.

- Doing things that will help you find a job.
- Doing simple and enjoyable tasks in which you can accomplish what you set out to accomplish.
- Any physical activity or recreation you enjoy.
- Spending time with good friends.
- Hobbies.
- Laughing.
- Getting the right amount of rest. Getting too much rest can be stressful. Set a reasonable daily time for getting up and stick to it. You'll respect yourself more if you don't sleep in.
- Taking good care of your physical appearance — showers, haircuts, clothes. This will increase your self-esteem.
- Eating properly — the right amount of good, nutritious food.
- Doing a variety of things every day.
- Being in a variety of environments every day. Indoors/outdoors, home/away, doing research.
- Congratulating yourself as you do things. Give yourself a pat on the back for doing what you promised you'd do.
- Musical or artistic dabbling.
- Volunteer work.

Did you notice “doing some volunteer work” on the list?

Well, volunteering your time to a cause you believe in can be very rewarding, and the few hours you spend this way will help you feel even better about yourself. Besides, you can make some very good contacts when volunteering, and you know that contacts lead to unadvertised job openings.

Try to be selective in the type of volunteer work you choose to do.

On-Going Job Search Activities

Now let's move along and look at the list of all of the job search activities that make an effective campaign. Chances are that you will be involved in these activities every week. You will want to have this list handy as you plan your week.

- Read want ads in newspapers and on the Internet
- Answer ads
- Develop plan for the week
- Cold calls
- Advice calls
- Investigate work options
- Call friends, acquaintances and co-workers
- Call secondary contacts
- Call-backs and follow-ups
- Investigate print materials
- Conduct research on employers before responding to advertised opening – Part A of Research Form
- Conduct additional research on employers before in-person interview
- Work on checklists
- Work on organizing follow-up plans
- Networking meeting and activities
- Practice interviewing
- Send thank-you notes/e-mails for leads and interviews
- Attend interviews
- Buy supplies
- Review financial situation and monthly budgets
- Read articles for information and leads
- Conduct research on the Internet
- Visit placement offices and employment agencies
- Attend trade association meetings
- Review results to date and revise plans

Putting It All Together

OK. You're ready. Now it's time to use your strategy fully and move toward your objective. You have all that you need to begin putting together a weekly plan. Your plan doesn't need to be the same each week - in fact, it shouldn't be the same because you need variety.

Each day of your week should include some elements from each of the preceding exercises in this section. Some rules:

- Decide how many days a week you want to spend looking for employment. The best number for most people is between five and six days.
- -Decide how many hours per day feels like the right pace for this kind of work. Most people would be best off spending about seven or eight hours a day doing this.
- Be sure to include some kind of physical activity every day.
- Be sure to include some kind of fun activity each day.

Weekdays are good for:

- Making cold calls and secondary calls follow-up calls to offices
- Going to interviews
- Conducting research
- Reading want ads in the classified section of the paper and the Internet.
- Writing letters and mailing and e-mailing resumes and the letters.

Weekends are good for:

- Making calls to friends and acquaintances
- Reading want ads in the classified and career sections of the papers and the internet
- Writing letters and mailing and e-mailing resumes and the letters

When you are making calls, it's a good idea to group a number of the same kinds of calls together. For example, if you are planning on making five cold calls during the week, it would be better to make these five calls one after the other. This way, you will probably be handling your third, fourth, and fifth call in a smoother way, having had a chance to practice during your first and second calls.

Your Agenda and Weekly Plan

Agendas are very important in keeping us organized and in control of our time.

All of you are probably using some type of agenda ranging from a paper system to an electronic system. Some of you are using both.

Regardless of the system you use, the key areas that you require in an agenda are:

- Space to write in your daily appointments.
- A calendar for the current year and future ones.
- Space to note follow-up actions - on the "to do" list of the date when the follow-up action needs to take place.
- Space to write in annual, quarterly, and monthly goals.
- Space to keep track of "most important" contacts, suppliers and so on, with their e-mail addresses, telephone numbers and mailing addresses.
- Space to keep track of monthly expenses.
- Space to record your weekly plan.
- Space to keep track of other information that is useful for day-to-day work.

The question you should ask yourself now is whether your current system allows you to do all this. If not you can use a combination of systems to ensure that this information is always at your finger tip.

For example you can use a combination of a paper system such as Day Timer™ and an electronic system such as Outlook, G Mail or ACT.

You can also use an Intelligent Phone like Blackberry or an I Phone to set-up your appointments and keep track of some of this information or you can use an electronic diary system which can connect to your computer and the Internet.

A wide variety of agenda systems - paper based and electronic, can be found at your local office supply store. A note of caution about electronic systems: be sure to back-up daily.

When to plan?

In addition to a weekly plan which you will be preparing the same day each week for a period of 7 days, we suggest that you review your daily plan for the next day either of the end of each day or first thing in the morning, if you tend to feel very fresh in the morning and can do your best thinking at that time.

The important thing is to ensure when you are making your daily plan for the week and for each day is that you are really planning to be involved for the most part in priority and important tasks.

What is the difference between a priority task and an important task?

A priority task is a task that requires immediate or prompt attention. The priority task may have taken place as a result of an unforeseen event, or as a result of an unexpected deadline.

An important task, on the other hand does not have the immediate urgency that a priority task may have. It is important because it will have direct impact on the achievement of your long-term goals.

For example when it comes to job search, it would be a priority task to return the phone call of an employer without delay. On the other hand, it would be an important daily task to complete the weekly plan of action for the following week, on Sunday every week.

When preparing your Weekly plan, be sure to review and keep in mind the information listed on pages 224, 225 and 226 and 227 of your course.

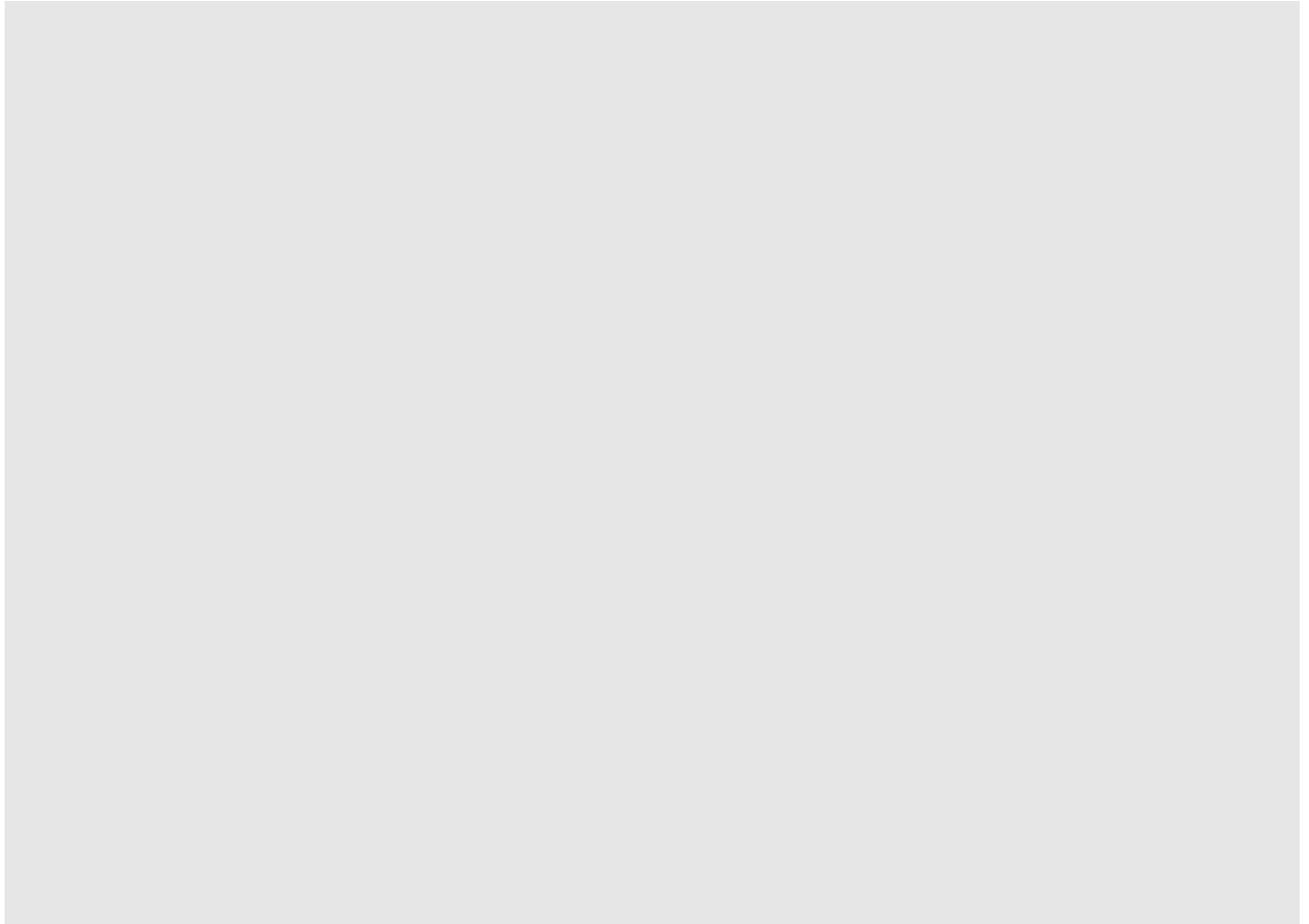
When you complete your To Do List for the next day, be sure to identify the priority tasks which are on the **To Do List** as well as the important tasks. It would be also important to identify at the end of each day which priority or important tasks were not attended to during that day, so that you can include them in your To Do List for the next day.

An Example To Do which you can use if you want is available on the next page. Prepare it the night before than print and review at the end of the day.

Today's Date:

TODAY'S TO DO LIST (Completed Yes = Y, No = N, Partially = P)
Job Search and Personal Activities

Your Rating



Actions to Maintain Enthusiasm and Self-Confidence During Job Search

TODAY I Have: (Completed Yes = Y, No = N, Partially = P)

Your Rating

- 1) Read my list of strengths and skills at least 3 times.
- 2) Been involved in at least two motivating activities.
- 3) Made plans for at least two motivating activities for tomorrow.
- 4) Listened to Managing My Life Deep Relaxation Exercise
- 5) Spent 7 to 8 hours on job search activities

Chapter 9: Planning My Finances – Maintaining Good Relations with My Creditors

If you are concerned about your financial situation, nobody needs to tell you that this is an important area to understand.

Your Financial Considerations

It's hard to be without a pay cheque. If this is your situation, it's more important than ever to understand your finances as clearly as you can. Although it may not be enjoyable, you need to take the time to evaluate your financial situation. You need to find out what you actually have - your assets; what you owe - your obligations, and what you need to spend in order to meet your needs every month - your monthly budget.

One of the most important aspects that you should deal with during this period involves evaluating your financial situation with your spouse and other members of your household. The more members of the household involved, the stronger the commitment you'll have for setting and following a realistic budget.

An important group of people you may have to deal with if you have financial difficulties is your creditors. It's important to maintain good relations with your creditors and to reassure them of your good intentions to meet your obligations as soon as you find work.

Here are some guidelines which will help you evaluate your financial situation and deal with it effectively:

Guidelines:

Involve members of your household when assessing your financial situation and when setting a realistic budget. Reduce your expenditures to the minimum, to the real necessities.

Monitor your expenditures and meet with members of your household as needed to review the situation.

Make sure you pay the essential bills first: utilities, medical premium payments, rental or mortgage, and so on.

If you begin to have financial difficulties, contact your creditors to make arrangements for reducing or deferring payments. Confirm any verbal agreement in writing in case of legal proceedings. Also explore the possibility of consolidating your debts.

Maintain contact regularly with your creditors. You want them to know unequivocally that you are a serious and trustworthy person and that you will resume payments as soon as possible.

If you need financial counselling, are harassed by creditors, or receive documents for signature, look for organizations which can help you deal effectively with these creditors by following the instructions you will find on page 236 of your course.

As you can see, if you are married or are involved in a relationship, financial planning involves your spouse or companion. The exercise on the next page will help you assess your financial situation. Take a few minutes to glance over it and then read the instructions for completing on the page that follows.

Financial Analysis Form

Month of:

	Estimate	Actual
A) Current Cash (Bank, credit unions, and so on)		
B) Expected Cash Inflow During Month (Severance pay, vacation pay, debts owed to you, assets converted to cash, etc.)		
C) Monthly Anticipated Regular Income After Tax (Spouse's and/or other household income, unemployment insurance, investment income, etc.)		

	Total A+B+C		
D) Creditors Including Mortgage	Amount Owed:	Credit Available	Minimum Monthly Payments

Total:

Monthly Budget *(To convert weekly expenses to monthly, multiply by 4.3)*

Normal Monthly Expenses:	Estimate	Actual
1. Creditors (From D)		
2. Rental (do not include mortgage payment here as it is included in section D))		
3. Food		
4. Utilities (heating, electricity, phone, Internet)		
5. Insurance premiums (Will you need medical insurance?)		
6. Transportation (gaz, insurance, public transportation, etc.)		
7. Personal allowance(s)		
8. Recreational		
9. Clothing		
10. Job search expenses		
11. Emergencies		

Total:

F) Your Cash Situation at the End of the Month (Income less expenses.)	Estimate	Actual
---	-----------------	---------------

Note: This amount will be the same amount as section A on your next month's Financial Analysis Form.

Total: A+B+C

Less E

If amount is low, you'll need to investigate remedial action, including disposing of assets you no longer care for or need.

Equals F

G) Assets That You May Want to Convert to Cash Whenever Necessary or Convenient

Assets:	Estimated Value:	Actual Market Value:
----------------	-------------------------	-----------------------------

Total

H) Other Assets

Assets:	Estimated Value	Actual Market Value
----------------	------------------------	----------------------------

Total

Projections:

It is now time to project your financial situation for a period of three months. You have already made an estimate of your financial situation for the upcoming month. Now you need to make calculations for the two months that follow.

When you prepare forms for the remaining two months, think carefully about your income.

Is it going to be higher, the same, or will you be receiving less? Also think carefully about your expenses. Will they be changing? Can you make arrangements with your creditors to reduce your monthly payments until you find work? When you prepare your three month estimates, if it looks as if you may have financial problems, now is the time to begin taking positive action such as getting advice from a financial counsellor.

This way you will receive sound advice long before crisis time and will consequently have several options to consider rather than just one or two.

Go ahead now and prepare two more financial planning forms to cover the next two months by **printing the one you already completed**, deleting the data you entered where applicable and entering the data for your projections for months 2 and 3.

Monitoring Expenses

Now that you have on hand your monthly budget and your financial forecast for the next three months, it is time to set up a system so you can easily monitor your expenses. Look now at section E of your Financial Analysis Form.

You know that your expenses for items 1, 2, 4, 5, and 7 are fixed. They are the same month after month and you will have no surprises with these expenses. If you are surprised that item 7 is a fixed expense that may mean you're not in the habit of setting a monthly limit on personal expenses. **If you don't do this already, now is a good time to start.**

The items you should be monitoring are the variable expenses of food, transportation, clothing, recreation, job search expenses, and emergencies.

A simple way to monitor these expenses is to keep the amount budgeted each month for each of these items in a separate place. Consider labelling a small container for each item. Whenever money is taken from the container an explanatory note or a receipt should probably be placed there so that you are able to evaluate your expenditures.

During the first month, and as long as you are unemployed, monitor your expenses closely. But don't make this a worrying item. Once a week, just take an hour to review your spending habits. Consult with your spouse if you need to. If expenses are higher than you expected, everyone must cooperate in doing something about this, or maybe you underestimated your expenses and you need to readjust your budget.

At the end of the month period, spend an hour or two comparing the actual expenses and revenues with the budgeted ones. Also, prepare another financial planning form so that you can always project your financial situation three months ahead. This way, you will always be aware of potential problems at least three months in advance, and will be able to take appropriate action.

Dealing With Creditors

Now how about dealing with your creditors? It's important to remember that any time you are having trouble making payments, you need to keep in contact with your creditors. Work out a plan with them to reduce payments until you find employment. Once you have discussed the situation with your creditors, confirm these discussions in writing. Keep copies of these letters — they can be very useful if legal proceedings ever take place. Most creditors are understanding provided you communicate regularly with them and they feel you are sincere in your effort to meet your obligations.

Nevertheless, you may unfortunately run into difficulties with one or two of your creditors. If this happens, be sure to research and contact one of the organizations listed on the next page. They are there to help you and to inform you of your rights. You are protected by law against any creditors who try to intimidate you and harass you or members of your household by using any kind of pressure tactics or illegal methods. For example, unless you allow them in your house, collectors have no right of entry. They cannot threaten you or try to intimidate you in any way.

Be careful of signing any documents a creditor may ask you to. Make sure you completely understand what you are signing. If you feel uncertain, consult one of the organizations listed on the next page.

If you own a house or an apartment and are having difficulties meeting your mortgage payments and are worried about repossession of your home, there are several steps you can take which might save you from foreclosure. Some of these steps can delay the proceedings and you may find work in the meantime. First, it's important to inform your mortgage holder immediately and to explain your situation.

If you can make part of the monthly payment, offer to do this. If the lender won't accept partial payment, place this amount in a separate bank account each month and inform your lender in writing that you have this money available. This action will demonstrate your good faith if you should ever have to go to court.

Another important step is to always give the impression to your creditor or to the court that you are a serious, responsible person. Keep your house in good condition. This is important if the house is ever examined.

Finally, even if the courts grant a foreclosure, you will probably be given a reasonable period of time to sell your home and sort out the problem yourself. If the court sees you as a responsible, dependable person, it is possible that you will be given a period of six months' grace.

Remember, there are always obligations creditors must fulfil before they repossess your home, your car, or other belongings. If you think they have not followed these procedures or if you feel that you are being harassed, report this to the authorities.

You now have a much better idea of how to deal with your financial situation and, with this information in hand you will be able to deal with it. Stick to your plan, keep your communication lines open with your creditors, and concentrate your full energies on your job search activities.

Researching Organizations Which Can Help:

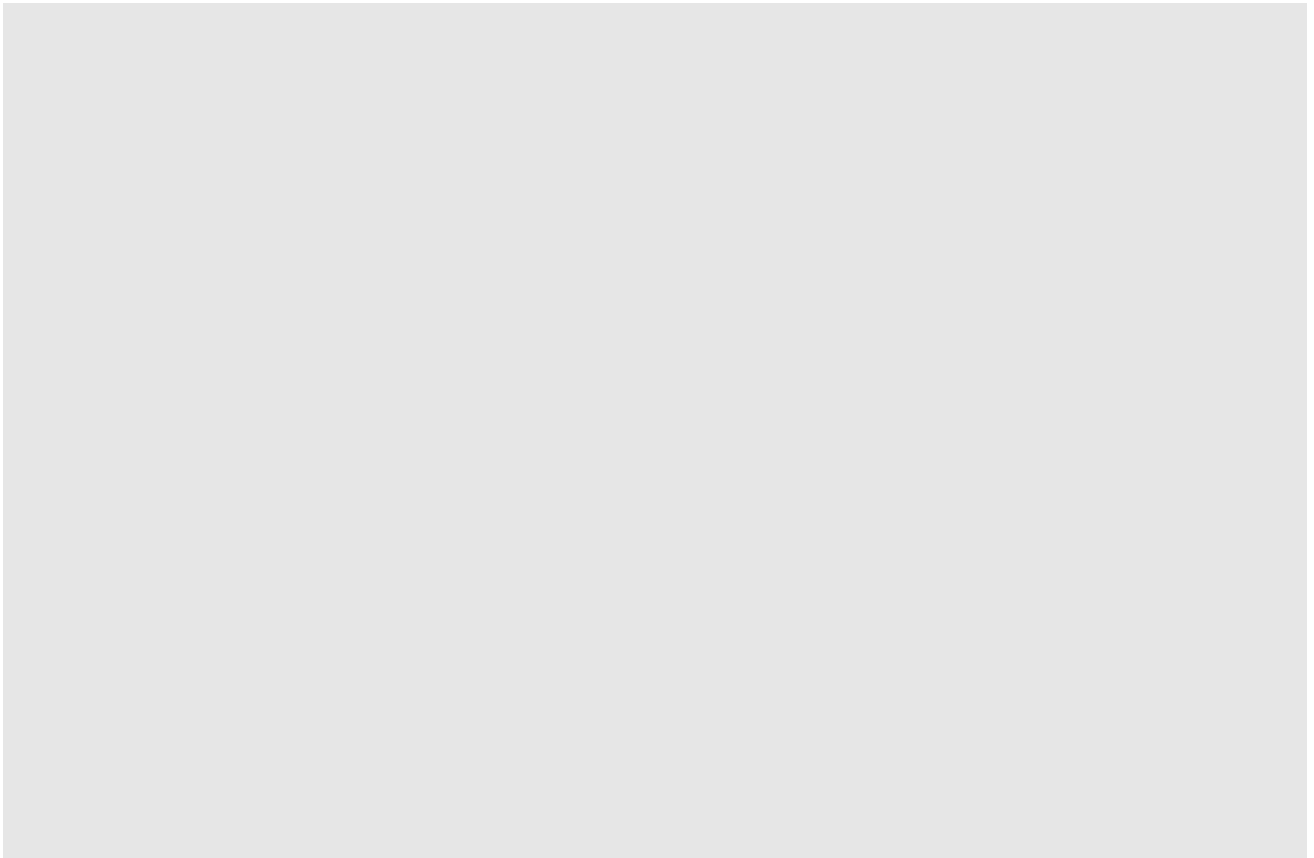
Creditors and Financial Planning

- At universities that offer a law degree, law students often offer free legal counselling.
- If you look under Law or Lawyers in the Yellow Pages or Blue Pages of your telephone directory, you will find the telephone number of at least one crisis centre. At that number, you should be able to receive some information about local community action consumer groups that can help you deal with your creditors or with your financial planning.
- On the internet - by going to search engines and using search words such as: Credit protection, creditor protection, consumer protection, and credit harassment, financial planning, personal bankruptcy, debt consolidation with the state or province and city you live in.

In Summary

As you can see, there are many things we can do, many actions we can take, to feel more in control of our financial situation. And taking the necessary actions is the best thing we can do to manage worry and use our energy productively.

Notes and Action from Chapters 9



Chapter 10: Conclusion and Persistence

Well, congratulations. You have mastered the many techniques covered in Direct Approach and can now take charge of yourself, take charge of identifying job openings, and take charge of interviews. Some of the exercises were difficult, but you were persistent, and your persistence will definitely pay off. And while we're on the subject of persistence, just take a minute to look at page 240 of this program.

This page is probably one of the most important in the whole program. Its message is obvious, and if you really understand it, there will be no stopping you. Be sure that you notice the very last word on that page. Take a moment to look at this page and really let the message sink in.

Skills You Are Mastering or Have Mastered

Let's briefly review some of the skills that you now have. These are skills which will help you persist because you know that by using them you will find employment all that much sooner.

First, you learned all about stress: what it is and how to use it to your advantage. You learned that you cannot be held directly responsible for the circumstances which you are in today, and consequently, you can accept the situation much better. You now also have at your disposal several tools that you can use to reduce stress.

You also learned to identify your strengths and to become more aware of the strengths of others. This will be invaluable to you in appreciating yourself and others, and for developing positive relationships at work and in your private life.

You've learned how to advertise yourself in an efficient way, and to prepare a solid resume that reflects your strengths and skills at their best.

You've learned how to develop a network of contacts and how to motivate other people to give of their time and make a special effort to help you in your search for work.

You've learned how to express yourself in a way that will prompt others to help you and to give you more of their attention.

You've learned how to research job openings and where to locate information that is important to your job search activities. You learned how to keep track of your contact lists and your research.

You've learned how to look at jobs and analyse them in terms of employers' needs. This is invaluable because you can then sell yourself accordingly. You've learned how to prepare yourself for the interview and how to promote yourself whenever you have an opportunity during the interview.

You've learned how to plan your week and balance your activities with things you like to do. This is crucial because if you don't allow yourself time to relax, you will not be able to present yourself at your best whenever you are making contacts or attending an interview. And you know that controlling stress and using it to your advantage is the key to finding employment today. If you push too hard without balancing your activities and doing things you enjoy, you will not be able to think as clearly as you can.

You've learned how to plan your finances and how to deal with your creditors. Remember to involve your spouse and family whenever you prepare a budget.

And last but not least, with persistence you ARE going to have things you want, come your way.

Positive Steps:

Throughout this program, you have been taking positive steps, each one building on the last. As you take your next positive steps, we sincerely wish that they quickly bring the success you seek.

On page 244 you will find a list of web addresses which can be useful to you in your job search and career planning. Remember there will likely be many no's and maybe's on the way to a YES. The more you encounter no's the closer you are to the YES you seek.

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

No

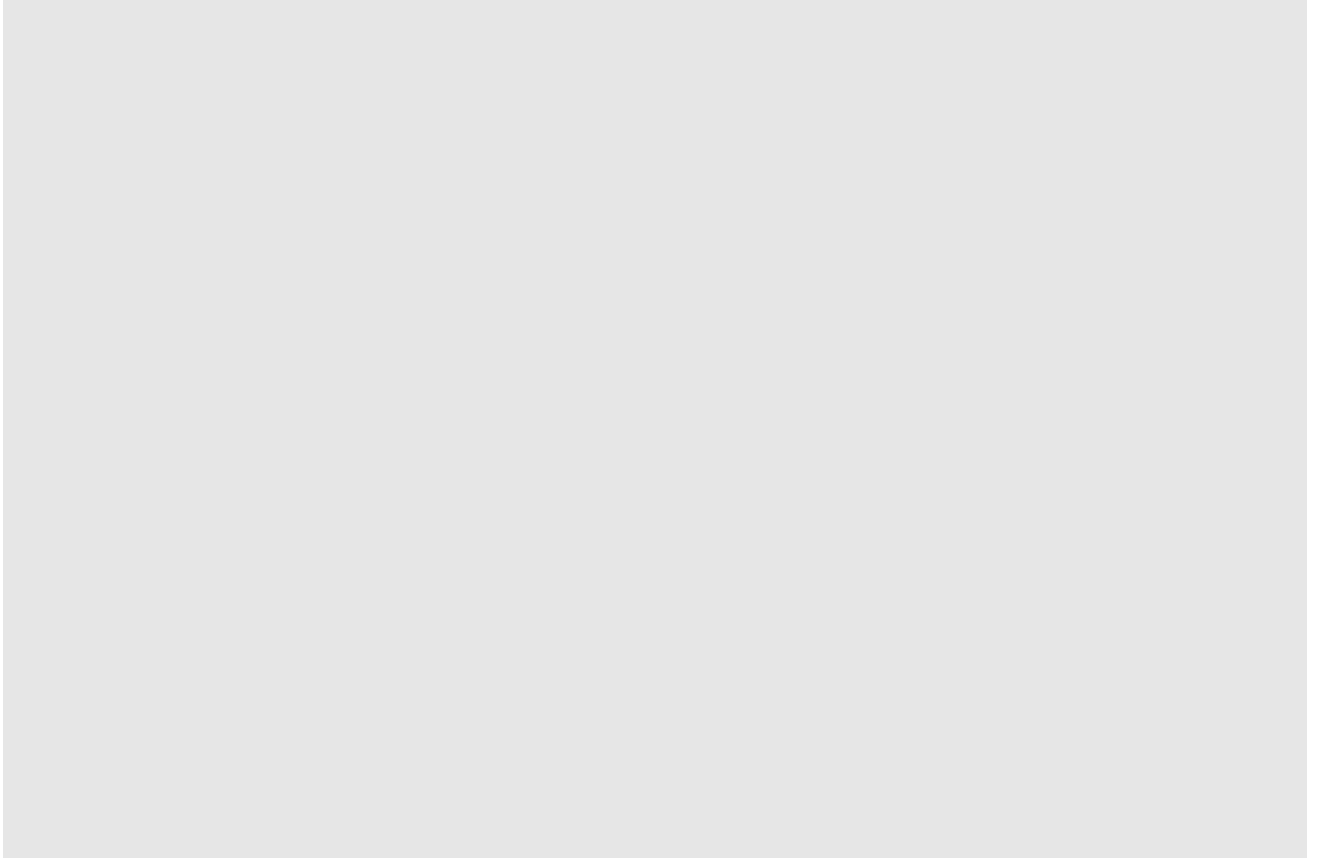
No

No

No

YES

Notes and Action from Chapters 10



Very Useful Job Search and Career Planning Web-sites:

U.S. and Canada

<http://www.californiacareers.info>
(Links include excellent list of career planning tools and resources)

<http://www.cpp-db.com>
(Career testing - U.S.)

http://www.theodora.com/dot_index.html
(Dictionary of occupational titles)

<http://www.schoolsite.com/schlsite/NHLCU.HTM>
(American Universities on line)

<http://www.ajb.dni.us>
(Employment opportunities on line - U.S.)

<http://www.CareerBuilder.com>
(Employment opportunities on line - U.S.)

<http://www.psychometrics.com>
(Career testing)

<http://www.studentjobs.com>
(Canadian Career Resources)

<http://www.aucc.ca/>
(Canadian Universities)

<http://www23.hrdc-drhc.gc.ca/2001/e/generic/welcome.shtml>
(National Occupation Classifications)

<http://www.jobboom.com>
(Employment opportunities on line - Canada)

<http://www.monster.ca>
(Employment opportunities on line - Canada)

<http://www.workopolis.com>
(Employment opportunities on line - Canada)

All of the quality travel presentations and courses which are offered AT NO COST by G.O.L.E.A.D. are available to be viewed or downloaded at: www.go-lead.net/flp

Interested in being perceived or improve your perception as a community leader who is concerned in the well-being of your clients, prospective clients, employees and their family members, as well as your volunteers and their families if you are a not-for-profit organization?

You can do so by asking G.O.L.E.A.D. to insert a one-page advertisement in their FREE virtual presentations, or educational courses that can helps recipients improve the quality of their life.

For more information, please send an e-mail to G.O.L.E.A.D. at golead2017@gmail.com indicating your interest in advertising. Please provide us at the same time with your website address, contact name and telephone number.

About The Author

George Beshara

George Beshara is the author of the Leading by Managing My Life series of programs published by the Managing My Life Institute and distributed by G.O.L.E.A.D a not for profit organization based in Montreal, Canada.



As a Business Coach, George has a proven record of leading small businesses and entrepreneurs to always grow their business intelligently.

Involved in training, coaching and publishing since 1983 a few of George's accomplishments include:

- Provided business coaching solutions to a large number of clients helping them launch and maintain very successful businesses.
- Established a highly successful career transition coaching practice with corporate clients including Royal Le Page, Swiss Bank Canada, The Foresters, Employment and Immigration Canada, CIBC Wood Gundy, Ontario Government, Molson, and Eaton's among many others.
- Custom-developed training programs which were delivered nationally to a large number of corporate clients.
- Authored more than 11 Managing My Life programs which have been used with more than 100,000 individuals worldwide.
- Author of Experiencing The Winning Edge and MML Direct Approach to Employment.

For more information please visit:

<http://www.go-lead.org>