

"Effective networking and job interviewing are based upon a strong job search foundation of self-assessment, skills identification, objective setting, research and resume/cover letter writing."

-The Savvy Networker

Networking & Job Search Workshop

This workshop will provide you with the knowledge to job search and network effectively to get the job you want!

- How to develop an effective job search plan.
- How to put into practice networking strategies to tap into the hidden job market.
- How to respond to job and salary offers.

Discuss Networking and
Job Search Strategies!
Drop-In Hours
Monday to Friday
1:30pm to 3:30pm



"Focused on Your Success"

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Introduction

Research shows that roughly half of the differences in earnings between people can be attributed to learning in school or on the job. Geography, career choices, and the selection of an employer account for the other half. Good career planning and job seeking skills can make a huge difference in how much you earn. Education and training remain very important, but even a good education and advanced technical skills are not enough if you don't know where or how to find the right jobs.

- Getting a job today requires more knowledge of how the labour market works than in the past. Career planning and job search skills are more important than ever in today's job market.
- How well you plan your career and conduct your job search can make a tremendous difference in how much you earn, how rapidly you advance in your career, and how much you enjoy your work – and your life.

Source: The Very Quick Job Search

STEP 1: SELF-ASSESSMENT

Determine the Job You Want

The very first thing you need to do is determine the exact thing you want to do in your job. If you really have no idea, first make a list of the things you like to do and the things that you feel are strengths for you.

If you already have an idea -- you are a marketing major, but just aren't sure what in marketing you would like to do -- then your next step is investigating various job titles and industries in your area of interest.

Career Services offers the following workshops to help you determine occupations that would best suit you.

***Career Development Workshop – Interest Inventory Test/
Myers Briggs Test
What Can I do With a Degree In...? Workshop***

There are also some on-line self-assessment sites to help you determine various occupations based on your skill set, education, interests and values. Visit Career Services to obtain the passwords to these on-line sites.

TypeFocus Careers: Career and Personal Planning Program

<http://careers.typefocus.com>

Career Cruising

<http://www.careercruising.com>

STEP 2: DEVELOP A JOB SEARCH PLAN

Once you have completed a self-assessment and you have a better understanding of your skills, strengths, abilities and career goals in terms of the types of occupations you are interested in pursuing relevant to your degree, then you need to establish a job search plan which consists of targeting and researching companies and industries, as well as using various job searching methods.

Determine the Best Companies for You

Researching companies and industries will help you to make some decisions about the types of organizations that fit some of your career goals, needs, life-style, and personality and hire the type of occupation(s) with your degree program. Examine such issues as the size of the company, corporate culture, management style, employee empowerment, and other issues of importance to you.

One of the most important skills a job-seeker can learn during a job-search is research skills. Information is a critical commodity in job-hunting; the more you know and the easier it is for you to find information, the better your chances of success. Employers value job-seekers who know key information about the company because that knowledge demonstrates your interest and enthusiasm for the company and for the job.

When to Do Research

For most job-seekers, there are three critical times to conduct research. The first is when you are just starting your job-search and looking to identify key companies in your profession or industry, or even in a specific geographic location. The second possibility is when you are applying to an employer; it's always best to relate yourself to the company and tailor your cover letter and resume to each employer. The third -- and when most job-seekers finally do some research -- is when you have been invited to a job interview; you'll want to showcase your knowledge of the company.

Determine What Information You Want

You are usually seeking two sets of information. The first set of information deals with general company information. The types of information you might gather here include:

- products and services
- history and corporate culture
- organizational mission and goals
- key financial statistics
- organizational structure (divisions, subsidiaries, etc.)
- locations (local, national, international)

The second set of information deals with employment issues, and includes such things as:

- entry-level opportunities for new graduates
- career paths and advancement opportunities
- training programs
- benefits
- diversity initiatives, and other
- human resources functions.

Where to Find Company Information

The single best resource of company information is the company's website. You can find the company site by typing the company name in a search engine such as "Google". If you have no idea of what companies might be best for you, there are some good places to start.

*Career Services offers a comprehensive Resource Centre with directories to assist you to research companies. Here are a few examples:
Who's Hiring, The Career Directory, Canada's Top 100 Employers*

A number of organizations have already done research on companies and have produced various lists, information, and corporate profiles that are available on the web. Here are a few to start your research:

Directories - Canada	Business Rankings - Canada
<p>Blue Book of Canadian Business http://www.bluebook.ca</p> <p>CanadaIT - Companies to Watch http://www.canadait.com</p> <p>Canadian Company Capabilities http://strategis.ic.gc.ca/sc_conf/ccc/engdoc/homepage.html</p> <p>Canadian Corporate Information http://www.corporateinformation.com/cacorp.html</p> <p>Canadian Importers Database http://strategis.ic.gc.ca/sc_mrkti/cid/engdoc/index.html</p> <p>Canadian Trade Index http://www.ctidirectory.com/splash.cfm</p> <p>Canadian Yellow Business Directory Pages http://www.yellow.ca</p> <p>Canada Newswire http://cnw@newswire.ca</p> <p>Canadian Business Resource http://www.cbr.ca</p> <p>Carlson Online http://www.fin-info.com</p> <p>Database of Federally Incorporated Companies http://strategis.ic.gc.ca/cgi-bin/newcorp-bin/corpns_se?hh_lang=e</p> <p>Hoover's Online - Companies & Industries http://www.hoovers.com/companyindustry/</p>	<p>Canadian Business: Performance 2000 http://www.canbus.com/CB500/p500.shtml</p> <p>Canadian Business: Technology 100 http://www.canbus.com/special_lists/tech100.html</p> <p>Financial Times 500 http://www.ft.com</p> <p>Forbes http://www.forbes.com/tool/html/toolbox.htm</p> <p>Fortune http://www.fortune.com/fortune/companies/</p> <p>Inc. 500 http://www.inc.com/500/1999/0,3759,,00.html</p> <p>National Post Business 500 http://www.nationalpostbusiness.com/</p> <p>Profit Magazine: Profit 100 / Canada's Fastest Growing Companies http://www.PROFITguide.com/profit100/</p> <p>Report on Business: The Top 1000 http://www.robmagazine.com/top1000/index.html</p> <p>Working Woman 500 http://www.workingwoman.com</p>

Determine Job Search Methods

The key to a successful job search plan is to use a variety of job searching methods and not solely relying on one method. Here are a few methods to utilize when looking for a job:

Graduate Year Recruitment Program: Career Services has a Graduate Year Recruitment Program for students in their final year of studies. There are a number of companies that recruit on campus every year by posting job opportunities, attending events and conducting corporate presentations for graduating students to advertise their career opportunities.

Career Fairs/Events: Career Services organizes many career fairs, panel discussions and events on a variety of career and employment topics. These sessions provide students with information on various career occupations, companies and employment topics. All of the events are advertised in our office, website and the Charlatan paper.

Networking: One of the least used job searching strategies among students yet one of the most successful.

Direct Mail Campaign: This method consists of not relying on a specific job posting, but identifying a number of companies that hire the career occupation you are interested in pursuing and identifying specific hiring managers to send them a targeted cover letter and resume in hope of obtaining an interview.

Internet Job Sites: One of the most used job searching methods by students but the success rate is low as only about 10 to 20 percent of jobs are advertised. It is recommended that you don't put all your efforts here and ignore other job-hunting methods. Only 20% of your time should be searching for job postings on the net. Two good job posting sites for university students are **CarletonTRAK.ca** and **WorkopolisCampus.com**.

Company Web Sites: many employers now post all sorts of employment and job listings on their web sites, so if you have some specific companies in mind, you should definitely take advantage of it.

STEP 3: RESUMES AND COVER LETTERS

Your resume and cover letter are your key marketing tools when searching for employment opportunities. It's important when you are job searching to have your resume updated, accurate and targeted to reflect the career area you are interested in applying for. Your resume should summarize your skills/accomplishments, education, work experience, and should reflect your strengths.

Here is a brief list to keep in mind when preparing your resume:

Contact Information

It is essential that a potential employer can reach you. This section should include your name, address, phone number(s), and e-mail address.

Career Objective

Your career objective should be brief and describe the kind of work or position you are interested in pursuing.

Key Skills/Accomplishments

This section should identify and validate key skills and accomplishments that will grab the attention of an employer and should be targeted to the career area of interest.

Education

This section should include school(s) attended including years of attendance, majors/minors degrees, and honors and awards received. Class projects/assignments can also be described in this area to reflect your knowledge and skills developed in a certain area.

Work Experience

This section should include company name, your job title, dates of employment, and major accomplishments. List experiences in reverse chronological order, starting with your most current experience. When describing your job duties it is important to emphasize the skills used and developed as well as the accomplishments you have achieved on the job by using good action verbs.

Additional Information/Interests

This section should include any additional information you wish to emphasize such as memberships to clubs, societies or associations, extra-curricular activities, or volunteer work. You may indicate any roles or responsibilities as well as skills developed from your involvement.

References

This section should only include a statement saying references are available upon request. Do not include the names of your references on your resume. This should be placed on a separate sheet and available for the employer during the interview stage.

Career Services offers the following workshop to assist you with creating a professional, targeted resume.
Resume & Cover Letter Writing Workshop

STEP 4: STRATEGIZE A PLAN TO GAIN EXPERIENCE

Many employers stress the importance of gaining some type of experience. These employers want university graduating students to not only have the educational background, but have one or more types of work experiences or volunteer experience.

Here are some ways students can gain experience while studying:

Employers place a strong emphasis on work experience when recruiting. Recruiters suggest that students, who do not have work experience, ensure they get “real world training” through co-op work terms, internships, summer jobs, and volunteer work to gain relevant practical and technical skills that will assist them in starting their careers.

– CACEE, *Campus Recruitment Outlook Survey*

Internships: Internships involve working part-time in your expected career field, either during one of the semesters or over the summer. Besides gaining valuable career related experience and skills, you get exposed to the work environment and gain valuable references and contacts for your network.

<p>Campus Access Internships www.campusaccess.com/campus_web/intern/i2int.htm</p> <p>Canadian Careers – Internship Listings www.canadiancareers.com/internships.html</p> <p>CareerEdge www.careeredge.ca</p> <p>Charity Village www.charityvillage.com</p> <p>Ontario Internship Program www.internship.gov.on.ca/mbs/sdb/intern.nsf</p>	<p>Workinfontet www.workinfontet.ca</p> <p>Young Canada Works www.pch.gc.ca/ycw-jct</p> <p>Youth Employment Information – HRDC www.youth.gc.ca</p> <p>On Site www.epi.ca</p> <p>Exchanges Canada www.exchanges.gc.ca</p>
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Summer Jobs: These jobs may not always be in your field of interest but having any kind of work experience is valuable which offers you an opportunity to gain transferable skills that can be transferred to other jobs ie: communication skills, interpersonal skills etc...

*Career Services organizes a **Summer Job Fair** every year in January/February.*

Campus Jobs (work-study): Workstudy positions may also give students an opportunity to gain experience as well as transferable skills. Some positions may also compliment your degree program.

Entrepreneurial/Self-Employed Jobs: A growing number of students have started their own businesses - whether traditional ones, such as lawn maintenance business and painting contracts or new emerging ones such as business consulting. These are excellent opportunities to gain experience and highlight it on your resume. A good place to start researching how to start your own business is the Entrepreneurship Centre, www.entrepreneurship.com.

Temporary Work: Temporary or contract work through a temporary agency is another source of gaining valuable work experience and skills for students to pursue.

Volunteer Work: Working for one of these groups can be a win-win, where you are helping out your community and you can be gaining valuable skills and experience. If you've held important leadership roles or been involved in a major project(s), you should list these on your resume.

Internships and Volunteer Work

http://campusaccess.com/campus_web/intern/i2int.htm

Youth Cyberstation

www.pch.gc.ca/cyberstation

Volunteer Ottawa

www.volunteerottawa.ca

School Clubs/Societies: Being involved in a club or society is an excellent way to develop team and leadership skills.

Research Papers/Projects: Especially if you do not have a lot of related work experience, don't rule out the experience related to senior theses, term papers, and group projects.

Extracurricular or Sports Leadership Positions: Some employers look specifically for athletic experiences for the team work and leadership skills.

STEP 5: DEVELOP NETWORKING STRATEGIES

Understanding the hidden job market will help you to realize how important it is to network and tap into the jobs that are not advertised.

Approximately 80% of job openings are never advertised and are filled through networking. Jobs that are not advertised are in what's called the "hidden job market."

First Stage	Second Stage	Third Stage	Fourth Stage
No job openings but employers are always looking for good people to keep in mind.	There is a potential need or job opening in the company. People working in the company are aware but no action is taken.	The job is official and open. People working in the company are asked if they know of anyone. Referrals are accepted.	The job opening is publicly advertised through various sources (job posting sites, company website etc.)
<i>No competition.</i>	<i>Very little competition.</i>	<i>Some competition.</i>	<i>Lots of competition.</i>

80% of jobs are filled by the third stage by those who network and never get advertised

20% of jobs are advertised

Source: The Very Quick Job Search, J. Michael Farr

Stage 1: There is No Job Opening

At this stage there may be no job openings or all positions are currently occupied. Most job seekers will completely ignore the opportunities that exist in this situation. Yet, should an opening become available or created at any time in the future, those who are already known to the employer will be considered before all others. *About 25% of all jobs are filled by people the employer knows before the job is even open.*

Stage 2: There is a Possible Job Opening, Insiders Know About It

At this stage some people in an organization can usually anticipate a possible future job opening before one actually opens up. It could be a result of a new product, a new contract, an increase in business, or the result of someone leaving a position. No formal action is taken on the position and most job seekers would keep on looking, not realizing the opportunity that exists before them. *About 50% of all jobs are filled by people who are known to the employer by this stage.*

Stage 3: A Job Opening Exists, But is Not Advertised

At some point in time, the job is officially open and most of the people inside the organization know about it, however the position is not formally advertised. The employer at this stage would prefer to hire someone who is known to them or is referred to them by an employee in the organization. *About 75% to 80% of all jobs are filled by someone who finds out about the job before it leaves this stage.*

Stage 4: The Job Opening is Advertised

As more time goes on and the job opening does not get filled by someone known to the employer or by a referral, it finally gets advertised on the company website or on some posting service. At this stage many job seekers know about it and there is lots of competition. *Only 20% of the job openings reach this stage and are officially advertised, the remainder 80% are already filled.*

The “four stages of a job opening” concept shows that you can be considered for a job before a formal opening exists and advertised. Networking is the key to accessing the jobs in the hidden job market.

Networking:

Networking is the process of giving and receiving information:

- i. you are giving information about yourself in terms of your career goals, education, knowledge, skills and abilities.
- ii. you are receiving information about a company and the potential employment opportunities available.

Networking involves developing a list of contacts and using them as an information source to obtain information on job leads, receive advice and information about a particular company or industry and to receive names of other contacts to expand your network.

There are two types of contacts:

Primary Network Contacts: These are people you already know such as family members, friends, classmates, professors, past employers etc...

Secondary Network Contacts: These are people you don't know that have been referred to you by your primary contacts or people you have met through different social and business functions such as career fairs, trade shows, conferences or by joining professional groups and associations.

Networking requires you to have a clear career or employment goal, good planning and organizational skills, a positive attitude, professionalism and confidence in your knowledge, skills and abilities.

Build on your network by asking each person you meet of someone they might know of that would be a good resource person for you to contact regarding your career and employment goals

Some things to remember when networking:

1. Be prepared for conversation. Networking involves talking with people and you must show enthusiasm to make your conversations interesting.
2. Listening is equally important when networking. Acknowledging a person's advice or job search ideas shows them your appreciation and also encourages them to help you more.
3. Always look your best when networking. Appearance has a bigger influence on people than you think. Make a positive first impression by being and looking professional.
4. Be organized when networking and keep track of information such as contact names, phone numbers, tips and advice that was provided to you.
5. Be ready to provide your contacts with your contact information or a business card.

Informational Interviews

Informational Interviewing provides you an opportunity to learn more about an industry and career path - as well as building your network. The purpose of the informational interview is to obtain career and occupational information, not to ask for a job. You are presenting yourself as an information seeker not a job seeker.

One out of every 200 resumes results in a job offer. One out of 12 informational interviews, however, results in a job offer.
- Randall S. Hansen,
Networking Your Way to a New Job

Why Conduct an Informational Interview

These are some good reasons to conduct informational interviews:

- to explore career occupations and clarify your career goals
- to network with people in your field of interest and expand your contacts
- to access the most up-to-date career information
- to identify and evaluate your strengths and weaknesses related to the career you have an interest in

What Results from an Informational Interview?

You accomplish several things when you conduct an informational interview:

- You obtain a great deal of information about your career field and the skills needed to do that job effectively. You gain a perspective of work that goes beyond the limitations of job titles, allowing you to see not only what skills are required for the job but how you might fit into that work setting. Thus, you have greater flexibility in planning options.
- You have the opportunity to make personal contacts among management-level personnel.
- You gain insight into the hidden job market and you may get leads or referrals to employment opportunities that are not advertised
- You become aware of the needs of the employers and the realities of employment. Current information allows you to learn what happens on the job beyond the understanding provided through your education or course. This exposure not only provides personal understanding but it could also result in your becoming a more impressive job candidate.
- Informational interviewing is a relatively low-stress process compared to a job interview, you gain confidence in talking with people while learning what you need to know. Informational interviewing provides an opportunity to meet with potential employers before the more stressful job interview.

- Because you are only asking for information, you are in control of the interview; you decide which questions to ask. Later, evaluate the acquired information for personal use.
- This opportunity will expose you to a variety of jobs and personalities of companies making the search for your career goal a little easier.
- It is an opportunity to learn where you might fit into a particular organization.

Guidelines for Informational Interviews

The following are some guidelines for informational interviews:

- Identify an Occupation(s)**
- Identify People to Interview**
- Never Ask for a Job**
- Prepare Ahead of Time**

Identify an Occupation(s)

Identify one or more occupations you would like to investigate. Assess your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research. Read all you can about the field before the interview. A good place to start your research is through the Human Resources Development Canada website.

HUMAN RESOURCES DEVELOPMENT CANADA

National Occupation Classification System

www23.hrdc-drhc.gc.ca/2001/e/generic/welcome.shtml

Labour Market Information

www.labourmarketinformation.ca

Job Futures

www.jobfutures.ca

Decide what information you would like to obtain about the occupation/industry. Prepare a list of questions that you would like to have answered. Find out as much information as you can about each company before setting up an interview.

Research Companies/Organizations

Research organizations or companies that employ the type of career occupation you are interested in exploring. Learn as much as possible about the company, the more you know, the better you'll be able to formulate questions pertaining to the organization and the occupation and the more confident you will feel about your ability to communicate effectively. Company websites are an excellent starting point to do your research.

Scheduling the Informational Interview

You may contact the resource person who is currently doing the occupation you are interested in by telephone or letter.

By Letter

Before sending a letter requesting an informational interview, you may need to contact the company by phone to ask for the person's name in the occupation of interest. An introductory letter requesting an informational interview should include the following:

- address your letter to a specific person in a particular occupation
- a brief introduction about yourself
- why you are writing to this individual
- a brief summary of your education, skills and interests or experiences in the occupation
- explain why and what type of information you are seeking about the occupation
- include a sentence about how and when you will contact this person again

Make sure to follow up the letter as you said! Usually this follow-up involves a phone call to set up an appointment for an informational interview.

<p>Date</p> <p>Mark Steppe, Esq. VAVILOV, WEBB, WALSH & RIVER 1234 Avenue Way Ottawa, ON K3V 8Y7</p> <p>Dear Mr. Steppe:</p> <p>I am student at Carleton University studying a Degree in Law, beginning my final semester. Labor law has been of interest to me since I took a class in that subject as an undergraduate. Your firm has an outstanding reputation in that field of practice.</p> <p>My area of concentration in my Law Degree will be labor law. I would appreciate the opportunity to meet with you briefly and discuss the practice of your specialty. I am especially interested in your views regarding public vs. private employment experience. Any further insights you have would be greatly appreciated.</p> <p>I will contact your office the week of October 2 to set up a mutually convenient time for this informational meeting.</p> <p>Sincerely,</p> <p>Jeremy D. Muller</p>
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By Phone

You may also request to set up an informational interview by phone. When you are contacting someone by phone it is important to be prepared and rehearse what you are going to say to ensure that you sound confident. The following scripts may be used:

"Hi, my name is _____ and I'm a student at Carleton University. I am currently conducting research on a variety of careers. One occupation that I am curious to learn more about is _____. I was hoping that you could help me gain some insight into the profession. Would you be available to meet with me for 20 to 30-minutes to answer a few questions about your occupation."

If you approach people in the right manner, at least 50% of those you contact for informational interviews will meet with you.

Preparing for an Informational Interview

The day before the interview, call to confirm your appointment with the contact person. Plan to arrive 10 minutes early for your interview.

Carry a small notebook and pen. Be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. You don't need to write down everything, but there may be names, phone numbers or other information that you may want to remember.

Be enthusiastic and show interest. Employ an informal dialogue during the interview. Be direct and concise with your questions and answers and do not ramble. Have good eye contact and posture. Be positive in your remarks, and reflect a good sense of humor. Be prepared to make a good impression and to be remembered by the employer. Dress as you would for a regular job interview.

Questions to Ask at the Informational Interview

When you meet with your contact be sure to thank them right away for taking some time to meet with you and reemphasize that you are there to learn and gather information about his or her career field. Use an informal dialogue during the interview.

"Thank you again for taking the time to see me today. I am in the process of exploring several job and career occupations. Before I make any career decisions, I am trying to learn as much as possible by talking with individuals, such as yourself, who have a great deal of experience in the area of _____."

In an informational interview you should focus on several “how and “what questions concerning specific jobs and careers:

- job duties and responsibilities
- knowledge, skills, education and qualifications required
- work environment
- future outlook

Try to keep the conversation friendly, brief, and focused on the contact person’s job and career field.

Informational Interview Questions

Job Duties and Responsibilities:

- What is your job like? What are the duties/functions/responsibilities of your job? What kinds of problems do you deal with? What kinds of decisions do you make? What percentage of your time is spent doing what?
- What are the most important personal satisfactions and dissatisfactions connected with your occupation? What part of this job do you personally find most satisfying? Most challenging? What do you like and not like about working in this industry?
- What are the educational, requirements for this job? What other types of credentials or licenses are required? What types of training do companies offer persons entering this field? Does your work relate to any experiences or studies you had in college?

Knowledge, Skills, Education and Qualifications Required:

- How did this type of work interest you and how did you get started?
- How did you get your job? What jobs and experiences have led you to your present position?
- Can you suggest some ways a student could obtain this necessary experience?
- What courses have proved to be the most valuable to you in your work? What would you recommend for me?
- How well did your college experience prepare you for this job?
- What are the skills that are most important for a position in this field?

- What particular skills or talents are most essential to be effective in your job? How did you learn these skills? Did you enter this position through a formal training program? How can I evaluate whether or not I have the necessary skills for a position such as yours?
- What abilities or personal qualities do you believe contribute most to success in this field/job?
- How did you prepare for this work? If you were entering this career today, would you change your preparation in any way to facilitate entry?

Work Environment:

- Why did you decide to work for this company?
- What do you like most about this company?
- How does your company differ from its competitors?
- Why do customers choose this company?
- Are you optimistic about the company's future and your future with the company?
- What does the company do to contribute to its employees' professional development?
- How would you describe the working atmosphere and the people with whom you work?
- Is there a basic philosophy of the company or organization and, if so, what is it? (Is it a people, service or product oriented business?)
- What can you tell me about the corporate culture?
- Who is the department head or supervisor for this job? Where do you and your supervisor fit into the organizational structure?

Future Outlook:

- What are the various jobs in this field or organization?
- What sorts of changes are occurring in your occupation?
- How does a person progress in your field? What is a typical career path in this field or organization?
 - What is the best way to enter this occupation?
 - What are the advancement opportunities?
 - What are the major qualifications for success in this occupation?

- How is the economy affecting this industry?
- What can you tell me about the employment outlook in your occupational field? How much demand is there for people in this occupation? How rapidly is the field growing? Can you estimate future job openings?
- What are the typical entry-level job titles and functions? What entry-level jobs are best for learning as much as possible?
- Who else do you know who is doing similar kinds of work or uses similar skills? What other kinds of organizations hire people to perform the functions you do here? Do you know of other people whom I might talk to who have similar jobs?

Other Questions:

- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?
- Do you have any advice for someone interested in this field/job? Are there any written materials you suggest I read? Which professional journals and organizations would help me learn more about this field?
- These are my strongest assets (skills, areas of knowledge, personality traits and values):_____. Where would they fit in this field? Where would they be helpful in this organization? Where might they fit in other fields? Where might they be helpful in other organizations?
- How would you assess the experience I've had so far in terms of entering this field?
- [If you feel comfortable and it seems appropriate:] Would you mind taking a look at my resume?

Sharing Information at the Informational Interview

Share something about yourself, but do not dominate the interview by talking about yourself. You are there to get the information that will help you learn the most about the occupational field so that you can be prepared to compete for a job. Be aware, however, that many informational interviews have turned into actual employment interviews. Don't count on it, but it does sometimes happen.

Be a Good Listener at the Informational Interview

Listening is half of the communication. Besides being able to ask questions and convey a message to employers, you need to develop the skill of really listening to what they tell you. Be receptive and show that the information is important to you. You must listen to it and understand it.

Build Your Network at the Informational Interview

You have spent 20-30 minutes with this person, asking questions, getting advice and sharing a little about yourself. Most people will feel good about your staying in contact with them. You do not have to call or write every week. Just keep your interviewee posted on your research.

The interviewee may not have a job for you but may know of other employers or people to which you may be referred. Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact's name when contacting these new contacts.

If possible, keep these people informed about your progress. Ask for your contact's business card and exchange one of your own, if you have one.

“Thanks so much for all your assistance. I have learned a great deal today. Your advice will certainly help me give my job search better direction. Would you happen to know of anyone else in a similar occupation who might be willing to meet with me, as you have today?”

“While I know you may not know of a job opening at present in the area of _____. I would appreciate it if you could keep me in mind if you learn of any openings. Please feel free to pass my name on to anyone you feel might be interested in my qualifications.”

Always Send a Note of Thanks After the Informational Interview

Be sure to send a thank-you card or letter within one to three days after the interview. This communication is an effective way to keep in touch and to be remembered by people. Let them know they were helpful and thank them for the time spent.

As a nice touch, quote something that the resource person said back to them, word for word. Ask the person to keep you in mind if they come across any other information that may be helpful to you in your career research. Include your address and phone number under your signature.

Record, Analyze, and Evaluate the Informational Interview

It's important to keep a record of all the people you have interviewed or plan to interview. You may even plan to keep a special notebook or cards with interview notes on your questions covered. Include the main things that you gained from each interview. This file will be a rich source of information as you conduct your occupational exploration.

Immediately following the interview, record the information you gathered.

Date of Informational Interview: _____
Contact: _____ Title: _____
Address: _____
Phone: _____ Email: _____
Referred by: _____
Date Thank You Sent: _____
In evaluating the interview ask yourself the following questions:
1. What did I learn from this interview? _____
2. What did I learn about my contact? What suggestions did they make? _____
3. What did I learn about the occupation/industry? _____
4. How does what I learned fit with my own interests, abilities, goals skills etc? _____
5. What do I still need to know? _____
6. Referrals: name, title, company: _____
7. Plan of action: _____

STEP 6: RECORD & ORGANIZE YOUR NETWORK CONTACTS

The key to successful job searching is being organized and recording your networking information which will provide you with quick and easy access to information when needed. You will need to develop a system that works for you to organize your contacts, telephone numbers, email addresses, where and when you met with your contact, what type of information they provided you, and follow-up activities.

The extent to which you organize yourself will determine how effectively your network ultimately works for you. You may use the following network log, or create your own:

Name of Contact & Title	Company Name & Address	Phone & Email	Where you met & Date or Referred By	Date Last Contacted	Referrals Suggested	Thank you /Follow-Up

Some examples of organizational tools that will help you to stay organized:

Planning Calendar: You will need a calendar that allows you to plan ahead and schedule networking events, appointments and informational interviews.

Business Cards: Business cards are a great networking tool since most people are uncomfortable and hesitant when presented with a resume unless it is asked for. Business cards are appropriate to give to your contacts to allow them to keep in touch with you should they have some leads to pass on to you. Asking for business cards from you networks also provides you with all the information you need to keep in touch with them.

The Computer: A computer database is the ultimate recording system to keep track of all of your networking contact information and informational interviews.

Stationary: Thank you cards or stationary are a good idea to have on hand. You can even create your own personalized letterhead and envelopes with your name and contact information.

An Organizer: An organizer gives you a professional image when you are attending networking events, conferences or informational interviews and sends out a message that you are organized and serious about your goals. An organizer gives you an opportunity to keep your business card and resume on hand, a list of questions and a notepad to write down information.

STEP 7: FOLLOW-UP

You **MUST** be proactive if you plan to be successful in your job search. You need to follow-up with all your networking contacts and with employers you have sent a resume to for a specific job, as well as, after interviews. A follow-up can either be done by phone, email or by mail, depending on the circumstances.

Thank You Letters: Writing thank you letters will pay off for you because you would be surprised at how few job-seekers send thank you letters to potential employers. Remember, your goal is differentiating yourself from the other job-seekers and this small gesture can really pay off for you.

Follow-up Phone Calls: Not everybody is at ease making phone calls, but you **NEED** to do so if you really want the job. If you say you are going to contact an employer -- and in your job search letters you should do so -- then you must follow-up and actually make the phone call!

STEP 8: JOB-HUNTING ON THE INTERNET

Job-hunting on the Internet is not some magic resource that will guarantee that you find a job. For most job-seekers, you should spend no more than about 20% of your time and effort looking for a job posting online.

Two good job-searching sites for university students that have entry-level jobs are CarletonTRAK and WorkopolisCampus.

Besides looking for job postings, the Internet can be used as a job-searching tool to do the following:

- conduct self-assessments
- explore occupations
- research labour market trends
- visit websites of prospective companies
- tap into job search news groups, listservs and professional associations

STEP 9: INTERVIEWING PREPARATION

Your job searching and networking efforts will lead to interviews. Here are a few key strategies to keep in mind when preparing for an interview.

Research the Company: One of the secrets of great interviewing is knowing something about the company where you are looking for a job. It's amazing how far a little information can go in creating a positive impression.

Relate your Skills/Education/Abilities to the Job: Be prepared to talk about yourself and what you have to offer the employer in terms of your skills, abilities, education and strengths. Provide concrete examples from your education, work experiences, volunteer and extra-curricular activities to demonstrate your abilities and how it relates and can be transferred to the job.

Practice, Practice, Practice: How do you get better at interviewing? By practicing answering interview questions. Here are some ways to gain more experience and practice at interviewing

Mock Interview: Career Services provide opportunities for students to participate in practice interviews with an employment counsellor. Besides the experience of the actual interview, you will also get some detailed feedback about your interviewing strengths and weaknesses.

Practice Answering Interview Questions: These should include the typical interview questions such as “Tell me about yourself?” or “Why should I hire you?”, as well as, behavioural interview questions such as “Give me an example when you had to use good communication skills.”

Prepare Good Questions: Remember to have two or three questions ready to ask the interviewer regarding the job or company to show your interest in their opportunity.

*Career Services offers the following workshop
to assist you in interview preparation.
Interview Skills Workshop*

STEP 10: JOB & SALARY OFFERS

Research Salaries: The key to successful salary negotiation is knowledge, so don't let the advantage fall to the employer by not doing your homework in discovering such things as the salary range of the job in that particular company, salary ranges in your industry, typical benefits, and other key information

Know What to Expect. Don't be one of those job-seekers that focuses only on money, make sure to evaluate the entire compensation package.

- *salaries:* knowing how much money you are going to receive in your paycheck is important -- and you should make sure you take into account such factors as base salary, overtime pay, cost-of-living allowances (and differences), salary review periods.
- *benefits:* there is almost an unlimited number of potential benefits packages offered by employers. Benefits include such things as vacation days, sick days, personal days, paid holidays, pension plans, stock ownership plans, health insurance, dental/eye insurance, life insurance, and more.

Know When to Expect It: Don't make the mistake of raising the salary issue before the employer is ready to make an offer. On the other hand, an employer could make an offer on the first interview, so you need to be able to be prepared.

Know How to Negotiate: Information is power. In order to be more successful with salary negotiation, you need to have as much information about salaries for that particular occupation as possible, as well as, being able to determine your own worth.

Know Your Worth: Factors to consider when determining your worth:

- *Your career path:* Spend some time reviewing industry reports of salary ranges for the position you are seeking.
- *The industry of the employer:* Salaries can range based on the industry of the employer. For example, companies in a service industry such as tourism often pay less than companies in other industries such as technology.
- *The geographic location:* The cost of living varies dramatically in different parts of the country. For example, it costs much more to live in Toronto than it does in Ottawa and therefore the salary for the same occupation in Toronto would most likely have a higher salary than in Ottawa.
- *The demand for job-seekers:* If there is high number of job-seekers with essentially the same skills and experience that you have, you can expect salaries to be lower than if similar job-seekers are in short supply.
- *Compensation beyond salary:* You should also sometimes look beyond the salary number and examine the total compensation package. It's possible the better job offer is not the one with the highest salary.

Responding to “What is your Salary Expectation?” question: There are a number of strategies:

- You can provide a direct salary figure but realize that you run a strong risk of being screened out if you are too far above or below the range the employer has in mind for the position.
- Provide a salary range. Even with some basic research, you should be able to determine a salary range for the position. As long as part of your range overlaps with the employer's range, you should be okay.
- Express your salary flexibility. State that your salary expectations are flexible with the company's salary range for the position.

Whenever possible, do not volunteer information about your salary history or your salary expectations or requirements in your cover letter, resume, or during a job interview. Information is power in job-hunting, and your goal should always be to hold on to your power as long as possible by delaying discussions about salary as long as possible or until a job offer is made.

<p>Sources: Networking – How to Creatively Tap Your People Resources, Colleen Clarke</p> <p>Knock'Em Dead – The Ultimate Job-Seekers Handbook, Martin Yate</p> <p>Dynamite Salary Negotiations, Ron and Caryl Krannich</p>	<p>The Very Quick Job Search, J. Michael Farr</p> <p>Networking Your Way to a New Job, Randall S. Hansen</p> <p>Information Interviewing, Martha Stoodley</p> <p>The Savvy Networker – Building Your Net for Success, Ron and Caryl Krannich</p>
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