JOBS SEARCH

1. SELF-ASSESSMENT

The first step in your lifelong career path is to assess your skills and interests. Knowing what you want is critical in identifying fulfilling career options. There are many ways to embark upon this self-assessment process. You might ask yourself some of the following questions:

- What type of work environment do you want to work in?
- What are your strengths and weaknesses?
- Do you prefer to work with people, data, or things?
- Do you work most effectively individually or in groups?
- Do you prefer routine or varied work?
- What do you enjoy to do in your leisure time?
- What are your career values?

If the answers to these questions are difficult, you might want to leverage some of the following resources:

- CareerLeader -- CareerLeader is an integrated approach to business career self-assessment. Developed at the Harvard Business School, this assessment is used to help guide students into specific areas of business. Students who are unsure of which specific area of business they would like to pursue once in the B-School or after graduation are highly encouraged to take this test. See the BCSC to get access for this test.
- Experiential Education - Community involvement, internships, co-ops, and part-time employment will provide you with opportunities to test drive various work settings and assess your personal fit with different types of careers.
- What Color is Your Parachute by Richard Bolles – This best-selling career resource is a practical manual for job searching and contains many guided activities to help you discern types of careers that might be best for you. This book is available in our office for checkout.
- University Career Center in 110 Burge offers individual career counseling and a variety of career assessments. Please feel free to contact them at 864-3624 to learn more about their services.
- Values Clarification Survey – This activity will help you to identify your career values. Please visit our office in 125 Summerfield if you would like one of our staff members to administer this to you.

2. RESEARCH CAREER OPTIONS

The next task in the career exploration process is to research career options. You might want to begin this process by developing a list of careers to research. One resource that you might want to utilize is the Occupational Outlook Handbook which can be found online. This publication will help you research the demand, educational requirements, and salary trends associated with each career. You might also consider obtaining student membership to various professional organizations to keep on top of trends in the field. For each career, identify potential employers to target. Finally, you should conduct informational interviews with professionals in the field, alumni, or faculty members that have had experience in the types of careers that you are considering.

3. CREATE YOUR RESUME

Target your resume to the career field that you have chosen. Be sure to include experiences that you have used in previous settings that employers in the career field will value. Use action statements to highlight your achievements. If you need guidance in creating your resume, please contact the Business Career Services Center. Once you have created your resume, be sure to
have it professionally reviewed by a staff member in our office. Update this working document as you accomplish new things.

4. DEVELOP A PLAN OF ACTION
Now that you have a solid grasp of what you want and have researched careers, it is time to develop an action plan. Remember that the average job search can take from around 6 months or longer. Develop a timeline including short-and long-term goals and revisit it periodically. Pace yourself and develop a manageable system for you. Be sure to create a record-keeping system to work more efficiently in your job search. You might consider starting a career folder to maintain any articles, clippings, or leads that you might have.

JOB SEARCH STRATEGIES
There are many ways to go about looking for employment. Our office recommends that you use every resource available to you. Don’t put your eggs in one basket. Some of the common ways to look for a job are outlined below as well as some associated pros and cons.

- **On-Campus Interviewing/Resume Referral** - The Business Career Services Center attracts a wide span of employers for on-campus interviewing. This has been a very effective internship and full-time job search method for students in the School of Business. All admitted Business students should register with the BCSC. If you register for career services, you are able to interview with companies visiting other career services offices on campus (Journalism, Engineering, and UCC). Registering with career services also enables you to upload your resume to a Web Resume Book. Many employers use this resource in sourcing candidates. See the BCSC in 125 SUM for information on registration.

- **Career Fairs** – Attend campus career fairs, community career fairs, and other career fairs hosted at other campuses. This process enables you to learn about area organizations and the types of opportunities they offer. You will have the opportunity to meet with employer representatives so be prepared to make a good impression.

- **Want Ad’s/Job Listings** – Official job advertisements can be found in newspapers, professional journals, newsletters, e-mail distribution lists, trade magazines, and internet sites. This approach involves a minimal investment of time and allows you to respond directly to an available position. However, a job posting can generate a tremendous response and the competition can be fierce. When responding to an advertisement, be sure to submit a cover letter with your resume and target it specifically to the role and organization. It is estimated that approximately 5-20% of roles are filled through this method so please keep this in mind as you approach your job search.

- **Employment Agencies** – These third party employers can represent you to various clients that they work with. Companies may use third parties because they do not have internal resources to conduct a job search or they may have short-term employment opportunities that they need a contractor for. If you go this route, you should never have to pay a fee. Generally, these are most effective for upper-management or executive-level candidates—not new college grads.

- **Internet** – Online job site boards list specific employment opportunities and provide the functionality to search for jobs that match your specific criteria. These sites often have useful job search tips and career articles. Additionally, company web sites typically have a careers page that you can link to and learn more about career opportunities and current openings within an organization. Most of these sites are free to use and it gives you wide access to available roles. However, mega-job listing sites tend to list experienced-level positions. They are wonderful for research and getting ideas of the types of jobs available in a given field but at the entry-level, their effectiveness is similar to that of newspaper postings.
TAPPING INTO THE HIDDEN JOB MARKET

What is the hidden job market? Most experts assert that a very small percentage of openings are ever publicly announced. The hidden job market is where the vast majority of positions can be found. The following methods can be used to tap into this valuable job search commodity.

- **Networking** – Make a list of the people that you know and actively involve them in your job search process. Talk to family, friends, co-workers, and faculty members about your career interests and the types of opportunities that you are seeking. Get involved in a professional organization to meet new contacts and learn more about a field. Everyone that you meet is a potential resource in your hunt for employment. Circulate your resume. This process can be intimidating and time-consuming, but can also generate knowledge of unadvertised openings.

- **Informational Interviews** – Not only does informational interviewing provide you with excellent insight into a career field, it also allows you an opportunity to make a positive impression on someone that could be an advocate for you in your search. Be sure to ask for advice on getting into a specific field and discuss your career interests. You may be remembered when a position becomes available.

- **Targeted resume mailing** - If you have identified several organizations that are top on your list, write a strategic cover letter tailored to a specific type of role and send it with a resume to a specific individual. Be sure to point out what you have to offer to the organization. Your resume will alert the organization that you are seeking employment with them. This approach is more effective than a mass mailing and your effort will merit a stronger response from employers.

- **Temporary work** – Temporary employees have a unique opportunity to get an inside glimpse of a workplace and develop relationships with internal contacts. It also provides a great chance to get experience in a certain field. Often, if a company decides to make a position permanent, temporary employees that have made a strong impression are the first to be considered.

5. **Interview** – Expect an interview once you have wowed them with your resume and networking skills. Be sure to practice by conducting a mock interview in the Business Career Services Center. If you need assistance in preparing for interviews, visit our office for some materials and resources on this subject.

6. **Stay with it and Prepare for Outcomes** – Do not become disheartened in your job search. Remember, this process can be very time-consuming and often discouraging. Rejection in the job search is inevitable and should not be taken personally. Develop a support system or consider organizing a job search support group. You should also be prepared for positive outcomes. Be sure that you know how to evaluate offers and negotiate salary. Ask for a reasonable amount of time to carefully weigh each offer. If you run into roadblocks, consult the Business Career Services Center for assistance.

**NETWORKING**

Networking is a tool used to cultivate relationships to leverage in your career development process. These relationships can serve to provide information, support, and job leads. Networking occurs in a variety of formal and informal settings and consists of meeting and talking to people, asking questions, organizing information, and following up on referrals.

**Networking . . .**

- Assists in the choice of a major or career
- Enables you to get advice on your job search and spread the word of your availability for the type of career you are seeking
- Serves to validate your career interests
- Improves your interviewing and interpersonal skills
• Helps you gather information about different careers and the qualifications that different jobs require
• Allows you to obtain knowledge about a company, job, or career field
• Leads to mentoring relationships

Networking Myths:

I’m shy, so I can’t network – FALSE!
It’s natural to feel awkward about approaching others and asking for their help. You may want to start building your networking skills by starting out with people that you know well. Not all networking styles may feel comfortable to you, but find an approach that works well for your style (perhaps writing or e-mailing rather than cold calling). Part of the job search process for everyone consists of stepping outside of the comfort zone.

Networking is bothering people who don’t want to help you – FALSE!
Most professionals are flattered to share insight about their careers. Additionally, sometimes employees receive incentives for referring people to their organization. Asking for help is an investment in your future success.

Networking is phony and artificial – FALSE!
Networking is an acknowledged and important part of the job search process. Even employers engage in networking by hosting information sessions. These events help them to gauge particular qualities of potential employees. Be yourself. Genuinely seeking assistance and information can get results.

Networking is the same as asking for a job – FALSE!
Do not confuse networking with directly asking someone for a job. People are much more willing to schedule an appointment with you to discuss a career path rather than to get you a job. Even if a contact does not have a direct connection to a job, there is plenty of valuable information to be gained. If a job opening becomes evident during your discussion, ask how you might formally apply.

I’m not well-connected and I don’t know enough people to network – FALSE!
You will be surprised how many contacts you can generate once you begin to realize the abundant opportunities for networking. Acquaintances are more likely than close friends or family to give you direct information that will lead to opportunities. Never underestimate the influence and assistance that even the most unlikely contact might be able to provide.

STEP 1 – DEVELOP A LIST OF POTENTIAL CONTACTS
Everyone you know has the potential to know someone who can help you develop your career. Once you organize your initial list, work to actively expand your network.

Avenues for Networking Include:
• Your parents’ friends
• Your friends’ parents
• Faculty relationships
• Student organizations
• Greek organizations
• Professional organizations
• Community involvement
• Religious activities
• Holiday events
• Company sponsored information sessions or evening presentations
• Informational interviewing
• Alumni
• Academic and career advisors
• Current and/or former employers
• Career fairs
• Internet or on-line discussions groups, chat rooms, and web-based career networks
• Service providers (dry cleaners, hair stylists, etc)

STEP 2 – ORGANIZE YOUR CONTACTS
Develop a system of notecards or create a spreadsheet to assist you in maintaining your networking contacts. Be sure to include what they do and who they know.

STEP 3 – OUTLINE YOUR NETWORKING OBJECTIVES
If you are in the initial stages of your career planning, you may want to use your contacts for informational interviewing and career research. If you are in the later stages of the process, you might consider networking to obtain job leads, referrals, or advice on how to conduct your job search. Go into conversations knowing what you hope to get out of it. Have prepared questions available to facilitate the discussion.

STEP 4 – PREPARE!
Review your accomplishments. Know what you are seeking and what you have to offer. Consider your skills, interests, and values. Knowing yourself will allow you to connect with contacts with greater ease and confidence and deliver the best impression. Practice your introduction or "commercial."

STEP 5 – DECIDE HOW TO MAKE CONTACT
You might consider the following methods in initiating meetings or discussions with your contacts:
• Person-to-person
• Written letters
• Telephone calls
• E-mail
Whenever possible, face-to-face meetings are best. Remember to communicate professionally, introduce yourself, state your objective, and be polite. Use a style that is comfortable for you. If you leave a message or send a letter, don’t request that they contact you. Instead, let them know when you will be following up and then be sure to do so.

STEP 6 – USE YOUR COMMUNICATION SKILLS
Be assertive, but not obnoxious. Listen intently to the information and advice that is being provided to you. Thank the networking contact for their time and assistance.

It is often not the most qualified candidate that gets the job, but rather the one who has approached the job search process most effectively. Know yourself and what you have to offer and support your talents to the employers that you target.

CONDUCTING A REMOTE JOB SEARCH
If you are planning a relocation and seeking employment in a location other than where you currently reside, the following tips and resources might be helpful. Also, be sure to check the “Student” portion of the BCSC website which includes many additional resources for job seekers.

Chambers of Commerce
Most communities have a Chamber of Commerce. The Chamber is a great resource for all issues associated with a relocation, such as cost of living, housing, local economy, etc. The Chamber is
also a resource to help you identify prospective employers. To identify organizations to target in your job search, look through the Membership Directory. Most directories will enable you to search by keywords such as marketing, technology, finance, etc. The Chambers will outline contact information and web links for their member organizations. Chambers of Commerce will also host a number of networking events that you might consider attending to develop professional contacts.

**Business Journal**
BizJournal publishes local economic newspapers for 55 markets. Subscribing to the Business Journal for the area that you intend to relocate to is a wonderful way to stay informed about local hiring trends and business news. You will find this resource, along with many others, on the BCSC website.

**Book of Lists**
BizJournal also publishes the “Book of List” for 63 markets. The Book of Lists gives you essential information on the leading buyers, businesses and employers in the U.S.’s most dynamic markets; a snapshot of local economies with a perspective you can’t get anywhere else. Industry-specific lists are also available. Available in our office or through the KU Library’s database.

**KU Alumni Association chapters**
Consider plugging into the KU Alumni Association chapter for the city that you are targeting. KU Alumni Association chapters exist in over 27 states, the District of Columbia, and a number of international locations. Chapter listings and websites can be found on the KU Alumni Association website.

**Reciprocity**
If you would like to work with a university career center in the location that you are targeting, please provide the BCSC with the name of a contact at the career center. We will initiate a reciprocity request. Reciprocity policies vary by institution and are often impacted by the funding sources associated with the office. Our office can help you explore this job search option.

**Referrals from Local Recruiters**
Recruiters participating in career fairs and on-campus recruiting at KU are often hiring for their local and regional offices. However, many are happy to provide referrals to other locations within their organizations. Many companies conduct first round screens of KU candidates targeting locations other than the local office. If the candidate passes the first round interview, the recruiter will refer to candidate through internal channels to the appropriate recruiting contact for the desired location.

**Networks!**
Don’t forget your personal networks! Visit the city you are targeting and set up some informational discussions to develop contacts for your job search.

**Print Resources**
Job Bank books are printed for most major metropolitan areas and the BCSC has a number of these available. Job Bank resources can also be purchased at most bookstores. Going Global provides informative cultural advice if you are targeting a foreign country in your career search.

**DEALING WITH REJECTION IN THE JOB SEARCH**
It’s easy to get discouraged in a job search. You will likely hear “No” many times before you get a job offer. You may begin to feel like your value as a potential employee is in question. This is normal and all job-seekers will experience rejection at some time. But rejection should never be allowed to act as an excuse to quit looking for a job or to justify a poor attitude. Below you will find some things to keep in mind when dealing with the rejection that any job-seeker will inevitably face before they get to that job offer they have been seeking.
**Guidelines for Dealing With Rejection:**

1. **Remember its business—Don’t make it personal.**
   Employers may receive hundreds of resumes for one job opening. All of the candidates may be great but they can only interview a small number of people and hire one person for each position at any given time. It does not necessarily mean that you aren’t a good match for this position or that you can’t apply again later if the position becomes available.

2. **Avoid black or white thinking.**
   Don’t set yourself up for failure by thinking that you *must* get this job or it’s the end of the world. Not only does that set you up for disappointment but it may also make you perform worse in an interview due to the added anxiety. If you don’t get your dream job today with your dream company, there is no reason you can’t try again at a later date. Also, be sure you’re not discounting great opportunities while concentrating on this one job.

3. **Don’t blame the interviewer or company.**
   Again, blaming the interviewer or company is making the process personal and it’s not. The interviewer has the job of trying to find someone who is the best fit in terms of education, experience, and personality. As a candidate, you will likely never know what the other candidates brought to the table that simply may have been a better fit at this time. If you would like to make this into a growth experience, once you’ve received a rejection, call the employer and say “I respect your decision to go with another candidate but I’m still very interested in your company. Can you tell me what I could have done to have been a stronger candidate for this position?”

4. **Don’t expect the system to change for you.**
   Who doesn’t wish a job would fall out of the sky into their lap? The fact is it doesn’t happen that way. Jobs are gained through a lot of hard work, time, and energy. There are rules to this game that you have to adhere to. You wouldn’t expect to play a basketball game or drive a car and be able to make everyone else abide by your rules. The job search is no different.

5. **Concentrate on your skills, not on you.**
   It’s important to remember that companies hire people to get something done. Concentrate on the *skills* you have to offer that will help them achieve their objectives, rather than on *you* as a person.

6. **Keep your attitude in check.**
   No one wants to work with someone who is arrogant, entitled, or negative. Even though it may be hard in the face of rejection, remember to keep a positive attitude. You’ll hear a lot of “no’s” in a job search but remember that it only takes one “yes” to get the job you want.

7. **Evaluate your job search methods.**
   If you aren’t getting interviews, have you considered how you are marketing yourself? Have a career counselor review your resume. If you’re getting interviews but no offers, consider doing some mock interviews and talking to a career counselor about your experiences and what changes may make your efforts more effective.

8. **Hang in there.**
   The job search can be long and tiring sometimes but if you hang in there long enough, you will find a job eventually.