

## The Insider's Guide to Job Search **SUCCESS!**

Welcome to The Career Foundation's Insider's Guide to Job Search **SUCCESS!** Guide Book. Inside you'll find everything you need to know about searching for and ultimately finding the right job for you! Before we begin, here's a few things you should know about making your job search effective - and yes, even fun!

If you're feeling overwhelmed by the whole process of job hunting, don't despair. The truth is, *everyone starts out feeling that way*. Remember, every journey begins with a single step, **so the trick is to take it one step at a time, stay POSITIVE, and be diligent in your efforts.**

Take advantage of the log templates found in this guide book and keep detailed notes of your job search process including the names, dates and times of when you may have spoken with someone: You never know when you might need to speak with them again, and it sounds really professional to be able to pick up the phone and say, "Hello, my name is so and so. I spoke with you on September the 18th regarding so and so..." That will help jog the person's memory and make them more likely to help you out with your job search.

Also, always note the names of the support staff you connect with: It's much nicer to be able to call the receptionist by name. If you do, they'll be more likely to put you through to whoever it is you're trying to reach. In short, having an ultra polite and gracious telephone manner, and sounding up-beat and enthusiastic - no matter what - will win you points and bring you one step closer to finding the job of your dreams.

### The Essentials of an Effective Job Search

There are ten basic essentials of an effective job search:

- |               |                |                |                               |
|---------------|----------------|----------------|-------------------------------|
| 1. Occupation | 4. Career path | 7. Travel      | 10. Compensation and benefits |
| 2. Industry   | 5. Structure   | 8. Environment |                               |
| 3. Company    | 6. Hours       | 9. Location    |                               |

- **Occupation:** The first step is to determine what kind of job really interests you and fits with your skill set and abilities.

Write your answers to the following questions in the space provided below.

- a.) What kind of a job do you see yourself going to every day - with a smile on your face?
- b.) What kind of jobs really interest you?

c.) What skills do you want to use?

d.) What special knowledge do you have?

- ▶ **2. Industry:** Once you know the type of job you'd like to have, the next step is to decide within what industry you would like to work in. For example, you may really want a sales job, but what is it that you would like to sell?

e.) The industry within which I'd like to work is:

- ▶ **3. Company:** Now ask yourself what kind of company you would like to work for.

f.) What are your "core values", namely what you fundamentally believe in? Here are some examples of "core values": Democracy, environmental awareness, honesty, fairness, justice, acceptance of others, respect for others and their beliefs. Define your core beliefs so that when you do find a potential company you would like to work for, you can find out if the company's core values are aligned with your own. My core values are:

QUESTION	ADVANTAGE	DISADVANTAGE	YES	NO
g.) Do you want to work for a big, established company ?	Lots of "perks" and a greater opportunity for movement	Your personal effect on the company's direction may be limited and you may experience a high level of beaurocracy		
h.) Do you want to work for a company that hires from the outside?	Fresh viewpoints of new employees that could be stimulating to you	They could be disruptive to you and the company culture		
i.) Do you want to work for a company that promotes from within its infrastructure?	Higher chance of moving up the ladder within the company	You would be competing for positions with co-workers		
j.) Would you like to work for a smaller start-up company?	More opportunity to affect the direction of the company	Less "perks"		

- ▶ **4. Career Path:** The next step is to determine your career path, or rather make a road map or a plan: You don't want to end up working in a dead end job. Even though there will doubtlessly be lots of turns and twists in your career path, it's still important to determine what kind of path you want to take.

k.) My career path starts with...

and then gradually moves towards...

then ends up with...

- ▶ **5. Structure:** Some jobs entail being part of a team and some allow you to work on your own.

- l.) I prefer to work as part of a team. Yes: \_\_\_ No: \_\_\_  
 m.) I prefer to work alone. Yes: \_\_\_ No: \_\_\_  
 n.) Would you prefer a job where you are told exactly what to do? Yes: \_\_\_ No: \_\_\_  
 o.) Would you prefer a job where you help determine strategic decisions? Yes: \_\_\_ No: \_\_\_

- ▶ **6. Hours:**

- p.) Are you willing to work more than 40 hours a week? Yes: \_\_\_ No: \_\_\_  
 q.) Do you want to work part time? Yes: \_\_\_ No: \_\_\_  
 r.) Are you willing to work shift work? Yes: \_\_\_ No: \_\_\_  
 s.) Are you willing to work evenings and weekends? Yes: \_\_\_ No: \_\_\_

- ▶ **7. Travel:**

- t.) Are you willing to travel while on the job? Yes: \_\_\_ No: \_\_\_  
 u.) How many hours a week are you willing to commute to your job? Answer: \_\_\_

- ▶ **8. Environment:**

- v.) Do you prefer to be in a setting where you are stimulated by the energies of other motivated people? Yes: \_\_\_ No: \_\_\_  
 w.) Would you prefer to work alone or at home? Yes: \_\_\_ No: \_\_\_

- ▶ **9. Location:**

- x.) Are you willing to relocate to another city for a job? Yes: \_\_\_ No: \_\_\_  
 y.) Are you able to commute to and from work, namely, is the location accessible for you? Yes: \_\_\_ No: \_\_\_

- ▶ **10. Compensation and Benefits:**

These are the last but most important considerations you need to make. If you get a job that doesn't cover your needs or meets your lifestyle needs, then you won't be happy and probably won't stay there long and will be out looking for another job - again. Look closely at what the company is offering and decide whether or not it will work for you.

z.) The company I am considering is offering the following benefits and compensation:

zz.) Is this enough compensation for my lifestyle/needs? Yes: \_\_\_ No: \_\_\_

## Career Tests and Personality Tests

**Career tests can give you ideas about what you possibly should do based on your answers.** They can tell you which types of jobs match your personality type or which jobs you may have an aptitude for an enjoy doing. Career tests may also provide some information on career options that you hadn't even thought of before. Some are even fun to take! At the end of the day, you'll get information on potential jobs or a career path you never knew was "out there", or that you were a potential candidate for. Keep in mind, however, these tests are only indicators: You shouldn't rely on them 100% to guide you in your career choices. For an absolute assessment, it's best to seek professional help and work closely with your career counselor.

**Many of these kinds of tests are online.** Some are quite complex and others are quick and easy. Some you will need to pay for and some are free. Start with the free ones and see how they work for you. Then consider the more in-depth and standard ones like the Myers-Briggs Type Indicator, the Strong Interest Inventory or the Keirsey Temperment Sorter. These do cost money, but depending on your situation, they may very well be the best career investment you ever made.

### Here are links some links for you to explore:

Myers-Briggs (MBTI): <http://www.discoveryourpersonality.com/>: This is one of the top rated tests to help assess your personality type and explore career options. If you are a recent college grad, this test could be free for you at your school's career office.

Keirsey Temperament Sorter: <http://www.keirsey.com/>

Career Key: <http://www.careerkey.org/>

Discover Your Perfect Career Quiz: <http://career-advice.monster.com/>

Strong Interest Inventory: <http://www.discoveryourpersonality.com/Strong.html>

More Career Tests: <http://jobsearch.about.com/od/onlinecareertests/online-career-tests.htm>

This is a directory of online general and career personality tests.

## Setting "SMART" Goals

Use the "SMART" goal setting approach in your job search. "SMART" stands for:

- ▶ **SPECIFIC:** State clearly what you want to achieve. For example, "*Contact MIG/TIG Welder companies to identify employment opportunities*".
- ▶ **MEASURABLE:** You know when you have achieved your goal because it is measurable. For example, "*Find 40 companies where I might be able to find a job.*"
- ▶ **ACHIEVABLE:** It is possible and within your scope to achieve this goal and you can expect to be reasonably successful. For example, "*I will submit my résumé to 50 companies within the next month.*"
- ▶ **RELEVANT:** The goal relates to improving some aspect of your career or job and is worth achieving. For example, "*I will find a job that allows me to expand on my computer skills.*"
- ▶ **TIME FRAMED:** The goal must be achieved by a certain date. For example, "*Find a job within the next 3 months*".

Take the following actions and answer the questions below to better qualify your "SMART" goals:

**Action 1: Establish Your Goals:** What do you really want? Start your sentence with an action word like become, begin, call, develop, own, stop, start or work, etc., and remember to follow the "SMART" rules.

**Action 2: Establish Your Priorities:** Is your primary goal to obtain employment, earn more money or to spend more time with your family? Start defining your goals by sorting them out into categories like business, personal, relaxation, financial, spiritual, health and fitness.

**Taking the time to prioritize your goals may seem like a waste of time, but rest assured, it certainly is not: Only by defining your goals clearly can you realistically expect to achieve them.** Create a list of categories then define your goals within each one. Then answer the following questions: What will you think you have to sacrifice to achieve your goals? Are your expectations reasonable? Write your answer down.

**Action 3: Identify Roadblocks:** Identify potential conflicts, problems or risks you may face in achieving your goals, then answer the following question: What actions are you going to take to deal with these issues? Write your answer down.

**Action 4: Establish Measurement:** How will you measure the results you want to achieve? By activity completion, like for example, taking your family on a vacation, or by percentage, like for example increasing your profit margin by 30%, or by the number of new clients you want to gain. My SMART goal is:

- ▶ **SPECIFIC:** It is specific in that...
  
- ▶ **MEASURABLE:** It is measurable in that...
  
- ▶ **ACHIEVABLE:** It is achievable in that...
  
- ▶ **RELEVANT:** It is relevant in that...
  
- ▶ **TIME FRAMED:** The time frame is...

## Labour Market Information

Labour market information helps job seekers determine which jobs or occupations might suit their aptitudes and interests, where the jobs can be found, and which occupations currently have the best prospects. It also helps job seekers locate the most appropriate training and educational resources for them.

The Ministry of Training, Colleges and Universities provides labour market information to help individuals and businesses make informed decisions about possible careers, education, employment, and business plans. Data and analysis of trends in the labour market provide valuable insights into current labour market conditions in Ontario, as well as in specific regions or communities.

As a job seeker, it's important to understand if and why companies are hiring so you can be better informed in your job search. If they are hiring, find out who exactly. If not, it's good to know that too - and for what reason. Perhaps down the road that may change and an availability may come up. It's important to stay on top of this kind of information on an ongoing basis.

## Where to Search

The future expectations of any given industry will affect job opportunities. For information on that, go to: <http://www.workingincanada.gc.ca>.

Here are some other popular and effective online search websites, engines & databases:

Labour Market Information (LMI) is a key service of Human Resources and Skills Development Canada, which can be accessed at: <http://www.hrsdc.gc.ca/eng/home.shtml>. Within the HRSD site and the Service Canada website, located at: <http://www.servicecanada.gc.ca/eng/home.shtml>, information about the Labour Market is presented in several formats and in several locations, each with their own specific links.

Search these sites for current information on the labour market and national significance of whatever province or territory you're interested in.

## NOC Codes

The **National Occupational Classification (NOC)** 2006 website provides a standardized language for describing the work performed by Canadians in the labour market. It is used for many applications including defining and collecting statistics,

managing information databases, analyzing labour market trends and extracting practical career planning information. More importantly, it gives statisticians, labour market analysts, career counselors, employers and individual job seekers a consistent way to collect data, and describe and understand the nature of work

**The NOC tool classifies occupations with a four-digit code according to skill type and skill level.** The digits of the NOC code reflect important information about the occupation it represents (e.g., 3113 Dentists - “31” indicates that this is a health occupation and it requires university level education). For a complete overview of the classification system, please consult the on-line NOC Training Tutorial located at <http://www5.hrsdc.gc.ca/NOC/English/NOC/2006/Welcome.aspx>.

The classification system also supports a variety of career information sources published by the Government of Canada and others. For example, Job Futures, the widely-used source of information about occupational outlooks, and the national JobBank®, an electronic listing of jobs, work or business opportunities provided by Canadian employers are both organized according to NOC definitions. *By providing a standard way of organizing labour market information, the NOC helps all Canadians to be better informed about the world of work.*

***NOC codes can help you understand the typical expectations of employers, typical job duties and salary expectations according to your experience/education/expertise, information that can be invaluable to you when building your résumé.***

## Social Networking: What's the Hubbub?

**Today's bottom line:** Employers are looking for job candidates “out there”, meaning, online” or through social media - and business owners, large and small, are using social media to do business, to find business opportunities or partners, and to advertise. If your personal or business profile isn't “out there”, how can potential employers, customers or business partners find you to a.) check you out, b.) offer you an interview, or c.) see if they're interested in doing business with you?

**The answer is:** They won't, and that's it in a nutshell.

***In today's network-driven world, both business and social, if you want to do virtually anything successfully, you're going to have to “brand” and “market” yourself through social media streams carefully and unfailingly.***

As networking today has moved well beyond the social into the professional realm with everyone's information showing up practically everywhere on the internet to gain the right SEO or exposure, it's important to be aware of the do's & don'ts when it comes to professional networking. Sites like LinkedIn, Twitter and Facebook can definitely help you find and connect with people who can assist you with growing your career or business.

**Using these sights, however, can be dangerous: If used the wrong way or abused, your online presence could backfire on you and jeopardize new business, a job offer, or even your current job.** Always be careful and think twice - no, make that three times - about everything you post about yourself online: If whatever it is you're thinking of posting won't serve you in the workplace, it certainly won't on the internet either.

**Of course you can separate your business and personal profiles and minimize the risk of compromising your public image online, however that comes with a great caveat:** With only six degrees of separation between us, what happens if a friend of a friend of a friend who you don't even realize exists, gets access to your personal pages on Facebook - and those pages are less than professional or flattering – and that person happens to be a potential hiring manager or employer, or worse: related to that ex of yours?

**Well, you can guess the end of that story: It's spelled, “disaster”.** Best to keep your online image squeaky clean and save private photos and comments for your most trusted inner circle only.

***For a more comprehensive overview of what networking is, and how to do it successfully, go to The Career Foundation's Insiders Guide to Advanced Job Search Techniques located in The Career Foundation' website under Learning Library. Similarly, if you need help with Cover Letter Writing, Résumé Writing or Interviewing, you can find videos and Guide Books on all of those topics in the Learning Library as well.***

## Conducting Company Research

**All businesses must maintain accurate and timely information to remain competitive in today's marketplace.** With the use of the internet, you can gather a tremendous amount of business intelligence information on prospects, competitors, vendors, suppliers, customers, or other companies in a short period of time. Here is some helpful information to assist you in your company research:

- ▶ **Telephone Numbers and Addresses:** The following are all links to help you access telephone numbers, addresses and maps: <http://www.infospaceinc.com/> (includes a reverse lookup search engine that returns a name and address from a phone or fax number), <http://www.mapquest.ca/>, <http://www.superpages.com/> (includes over 16 million U.S. business listings).
- ▶ **Company Home Pages:** Businesses normally use their home pages to display pertinent information like annual reports, news articles, business ventures, and information about products and services. If you can't locate the home page for your company try guessing the address: The most common format is <http://www.companyname.com>. If that doesn't give you the results you're looking for, Whois.net allows you to search its database of registered domain names. You can also try doing a Google search, or try Dogpile, a meta-search engine that will search the major search engines and give you the top results from each.
- ▶ **Financial Information:** Public companies are obligated to report certain financial information to the Securities and Exchange Commission (SEC) and their shareholders. You can review annual reports (10K), quarterly reports (10Q), or other reports such as 13Q ownership filings on the SEC EDGAR Database. You can find this information using Yahoo! Finance which pulls together such resources as Reuters, PR Newswire, Businesswire, and Market Guide. Daily Stocks provides links to extensive company information including stock quotes, profiles, charts, news, SEC filings, and articles, and Yahoo Quotes allows searching for multiple stock quotes simultaneously and displays the results in chart providing a quick comparison of stock prices for a number of companies/competitors.
- ▶ **News and Periodical Articles:** Review newspaper articles, press releases, and periodical articles about your company. Start with researching your local or city newspaper. NewsPaperLinks provides links to online newspapers throughout the world. Scan the main page for the terms "Archives" or "Search" or "Back Issues" to research past articles. Yahoo! Finance is also a great resource for this. Others include Google News, Hoover's Online, Dogpile's Newscrawler, Fortune Magazine, or use Newslink which provides links to a large number of online magazines.
- ▶ **Public Opinion:** Use Google's Usenet Service site. It allows you to search newsgroups for discussions about companies and their products. You can also try Silicon Investor's Stock Talk and Raging Bull.
- ▶ **Business Meta-Sites:** The following websites link to a very large number of online business resources from around the world: Corporate Information, A Business Researcher's Interests (provides info on business process engineering, knowledge management, intranets, intellectual property, and MIS research), CEO Express and Price's List of Lists (provides links to articles listing the top ranked industries, organizations, schools, products, and people).
- ▶ **Professional Associations:** Research local business and professional associations. They provide valuable information and standards of performance for particular industries and occupations.
- ▶ **International Business:** Aside from the business meta-sites mentioned above, try NewsPaperLinks (which offers links to many worldwide publications), globalEDGE (formerly International Business Resources on the WWW) or VIBES. Foreign Government Resources contains links to embassies, chambers-of-commerce, international agencies, news, and demographic resources.

## Company Research Worksheet

COMPANY NAME	COMPANY WEBSITE	TELEPHONE NUMBER	COMPANY ADDRESS	LOCATION OF TARGET OFFICE	OUTSTANDING FACTS	PERTINENT INFORMATION
1.						Make a separate folder for each company and the information on it you gather.
2.						
3.						
4.						
5.						
6.						
7.						



## Cold Calling

Because 80% of the job market is hidden, meaning you can't find job openings advertised but have to "prospect" or dig for them, cold calling is a very important exercise to master if you want to find a job. To do it effectively, follow the four steps and cold calling tips below.

**Step 1: Make a list of all companies you might be interested in working for:** The longer the list, the better. Focus on a specific geographic area, a specific industry, a ranking of the best companies to work for, or whatever other way works for you.

**Step 2: Make a list of all the names of the people who have could offer you a job.** To do this, call each company's main number and ask the receptionist (or department assistant) for the name and title of the hiring manager in the field that you're interested in. You don't want the name of the Human Resources person - you want the actual hiring manager's name because many of them say they throw away any letters or correspondence that doesn't address them specifically by name. This part is crucial: be persistent.

**Step 3: Write a WINNING Cover Letter (see [The Career Foundation's Insider's Guide to writing a WINNING Cover Letter guide book for help if you need it.](#))** Make sure it is addressed to the hiring manager when you send it, and make sure each cover letter you send to each hiring manager says something about that specific company and/or the job you are interested in. That shows that you have done some research on the company.

**Step 4: Contact the people you wrote to in step 3.** For many individuals, this step is the hardest because it means getting on the phone and asking directly for a job interview. Don't give up! Even if you are told there are no job openings, you can ask for an Information Interview (see below.) During the Informational Interview, you can gain more knowledge about the field you're interested in, and perhaps even get more names of people to contact or referrals to other employers who may have job openings. Remember to always follow up with a thank you letter after every interview you have.

### Cold Calling Tips:

- **Avoid completely random cold calling.** Research companies using business directories and the Internet so you know a bit about them before you contact them. Before you call, do your best to find the name of the person you want to speak with. This step will improve your chances of being put through and minimize the change of having your call screened by the receptionist.
- **Dress the way you would dress if you were going to work.** Of course, employers can't see you, but being dressed for work makes a huge impact on your own confidence. If you are dressed in sweat pants, of worse, your pyjamas, you will struggle to feel confident on the phone.
- **Make your calls in an environment that feels as much like an office as possible.** This strategy also helps your confidence. If you are sitting on your bed cold calling for jobs, you will not feel as confident and professional as you would if you were sitting at a desk.
- **Prepare a brief script before calling to help you to stay focused and calm (see next pages).**
- **Try calling very early in the day or just after regular business hours.** People are most likely to answer their own phones before and after regular business hours, so calling at these times can help to avoid being screened by a receptionist. If you get put through to voice mail, do leave a message, but keep the ball in your court, don't ask the individual to call you back. Avoid a message like *"This is Jane Somebody, I'm calling to see if you are hiring. Could you please call me back at..."*. That kind of message will very frequently not be returned. Instead, try something like, *"This is Jane Somebody; I'm sorry I missed you. I'll call you again tomorrow at 9:00."* That way, you still have control over the process. Do be certain to call back at the time you specified.

- **Be aware of busy times in your industry (don't cold call a restaurant at 12:00) and avoid calling at those times.** If you do get put through to voice mail, try making your second call at a different time of day. Some people follow a similar day to day routine and may be reached more easily at a different time.
- **Don't call your favourite companies first.** The more practice you have with cold calling, the better you get. Make your first few calls to companies that interested somewhat. When you feel more confident, then move on to the companies that interest you the most.
- **Use newspaper stories to make cold calling for jobs more effective.** Instead of randomly cold calling local companies to see if they are hiring, check local media for stories about local businesses that are doing well, and call those companies.
- **When you call you can start out by saying something like, "I read the article about you in the newspaper; congratulation on launching your new product line" (or whatever the article was about).** That's a much better opening than, "Hi, are you hiring?" because it helps you to build rapport. Plus, based on the media story, you'll have some indication that the company is doing well. Once you've started the conversation, then you can ask about job leads.
- **See the section below on Information Interviews which includes some opening sentences you might like to use when cold-calling.**

## The Information Interview

**The purpose of an information interview is to gather information from potential employers about the job or career you are interested in and any possible expected vacancies.** It is a research tool for finding out more through talking to individuals working in an occupation or career. They are often conducted over the phone, however it's much better to take the time to conduct them face to face.

During your information interview you may find there is no job currently available at that particular organization. The person you are interviewing, however, might be able to refer you to someone else or keep your name on file.

Conducting an information interview involves:

- *Arranging a meeting with the contact at an appropriate time for you both: Try to find a time when the employer is least busy so you can ask more questions, and they in turn will have the time to respond to you in detail.*
- *Asking open-ended questions that make sure you leave the door open for further contact: Ask to leave your name and telephone number in case the person hears about any job vacancies. Also, ask if you can use their name when making contact with the employers they suggest so you have some credibility with the next employer you contact.*

**Information interviews allow you to gather information that's tailor-made to your specific needs.** You can get first-hand, real information about a career/occupation/industry and find out facts about earnings, work conditions and opportunities. If you're not sure about what direction you might want to take in your career, or if you're thinking about making a change, you can find out whether or not the career or occupation you're considering matches your needs, interests and skills.

You also get to build your network and make contact with people who may be able to help you in the future. People who do information interviews say they really do often result in unexpected job information and opportunities - if not immediately, then certainly down the road.

**You probably know what career or occupation you want to research.** If you are new to your place of residence or don't know anyone working in these areas, ask your network if they know someone you can interview. You can also check the Yellow Pages or Business Directory for companies working in your area of interest. Try to get as much background information on the career or occupation before you start interviewing by checking out your local library or by doing an in-depth web search.

## Conversation Starters

**Starting a conversation with a stranger is always a challenge unless you are used to doing it all the time and have become comfortable with it.** Like countless others, you may feel shy, afraid to "impose" or worried that the person you're cold-calling may not want to talk to you. To soften the blow, write out a "script" that you'd be comfortable saying and practice it ahead of time on a family member or a friend - or two - or three - until it feels natural to you. When you do call your contacts, make sure you identify yourself and exactly why you're calling - and make sure to say you need only 10 or 15 minutes of their time.

Here are a few possible scripts to help you get going:

1. **"Hello, my name is \_\_\_\_\_, and I understand you're a (or work as a) \_\_\_\_\_. I'm currently exploring this career (or occupation) as a possibility for the future. I wonder if I could take about 10 minutes of your time to find out more about what you do (or your career field)."**
2. **"Hello, my name is \_\_\_\_\_. A mutual acquaintance, \_\_\_\_\_, suggested I give you a call. He(or she) said you would be the right person to talk to about working in your career field (occupation). Would you be able to talk to me now? I only need about 10 minutes of your time."**
3. **"Hello, my name is \_\_\_\_\_ and I understand that you're a (or work as a) \_\_\_\_\_. I'm looking for advice about entering your career field (or occupation). Could I take a few minutes of your time to find out what you would say to someone who wanted to get into your line of work?"**

If you get a **"No"** reply, don't give up! If they say **"I'm too busy right now to talk to you"**, reply with **"Thank you for your time. Could you recommend anyone else to speak to?"**

If they say **"I'd like to help you, but I have too much work to do right now"**, say **"I really appreciate your interest and I understand you're busy. Is there a more convenient time that we could talk?"** Keep in mind, most people enjoy talking about their work to someone who is genuinely interested in what they do, so be persistent - and eventually you'll get through and get the information you require.

**Create your own opening sentences or use the ones above tailored to suit your needs. Make sure you practice them before starting your call campaign.**

## Asking the Right Questions

**Always write down your questions before you start.** Briefly tell the person you are interviewing about yourself, your interests and your skills so they can offer you relevant information. Take notes if you can and keep your résumé in front of you in case they ask you questions. Here are some questions you might like to ask:

### Occupation-Specific Questions:

- On a typical day in this position, what do you do?
- What training or education is required for this type of work?
- What personal qualities or abilities are important to being successful in this job?
- What are the ideal qualifications for someone in this job?
- What kind of education/training is needed for this position?
- What part of this job do you find most satisfying /most challenging?
- How did you get your job?
- How do you see jobs in this field changing in the future?
- Is there a demand for people in this occupation?
- 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?

### Career Questions:

- What opportunities for advancement are there in this field?
- What are the salary ranges for various levels in this field?
- What are the basic education/training/experience prerequisites for jobs in this field?
- What special advice would you give a person entering this field?
- What types of training do companies offer persons entering this field?
- Which professional journals and organizations would help me learn more about this field?
- What do you think of the experience I've had so far in terms of entering this field?
- From your perspective, what are the problems you see working in this field?
- If you could do things all over again, would you choose the same path for yourself? Why?

**No matter what transpires in your information interview, stay positive and try to impress the person you are getting information from just as you would during a high stakes interview.**

**And never consider this type of interview a waste of time.** You never know if the person you impressed won't recommend you to someone or won't remember to contact you when a position that's suitable to you comes up. Or you may run into that person again at another organization down the road because they've changed jobs. Should you encounter them again, you will have already established a rapport and they will already have been impressed by you once. The next time will be even easier to impress them and get ahead in your job search.

## Completing Job Applications

**Even if you submit a résumé, most employers will ask you to fill out an employment application.** The purpose of it is to ensure that they have consistent information for all their job candidates and subsequently employees. Also, by signing a job application or acknowledging (even online) that the information in it is accurate, you are attesting to your employment and educational history. That means that you can be denied employment or fired if you haven't been truthful about in your job application.

**The most important rule in filling out job applications is to follow the directions implicitly.** Don't send your résumé if the employer asks you to apply in person, or if they ask you to send your résumé, don't email it. Hiring managers get really annoyed with people that don't follow the rules so don't ruin your chances of getting hired just because you didn't pay attention to what's being asked of you in the application.

**Make sure your application is complete, correct (no errors) and accurate.** And always make sure you have all the information you need on hand before you apply for a job. Here's the information you'll need to have in order to fill out your application:

### Job Application Form Details:

**Personal Information:** Name, address, city, province, postal code, phone number, eligibility to Work in Canada, criminal convictions. If under age, a working paper certificate.

**Education:** Schools/colleges attended, your major, degree/diploma, graduation dates(s).

**Position Applied For Information:** Title of the job you are applying for, hours/days available to work, when you can start work.

**Employment Information:** Names, addresses, phone numbers of previous employers, Supervisor's name(s), dates of employment, salary, reason for leaving.

**References:** List of three references - names, job title or relationship, addresses, phone numbers.

## Tips for Completing Job Applications

- **Fill in all the requested information and don't leave anything blank.** If you don't know the details, bring the application home and return it when it's completed.
- **Write clearly and neatly, using black or blue ink.**
- **Check for spelling and grammatical errors and proofread before turning it in.**
- **List your most recent job first when completing employment information.**
- **List your most recent education first.** Include vocational schools and training programs as well as college and high school.
- **References don't necessarily have to be professional.** If you have volunteered you can use members of the organizations that you have helped or if you are a student use your teachers. In all cases, ask for permission prior to using the person for a reference.
- **If you have trouble with any language in the application, ask for clarification.** If none is available, take the application to someone who can help you. For example, many individuals are unaware of the meaning of the word "bondable", and it appears often on job applications. What being "bondable" means is that a bonding agency would be willing to carry a bond to guarantee your behavior. Typically, if you have been pretty honest and don't have any felony convictions or bankruptcy, you'll be bondable. "Bonding" is a type of insurance purchased by employers to reimburse them for loss of money or property sustained through the dishonest acts of their employees, like for example theft, forgery, larceny, and embezzlement. This type of "employee dishonesty insurance" is generally considered a good business management practice, and is purchased by most employers.
- **Make sure you read all the fine print at the end of the job application so you know exactly what you are signing.** The small print can include statements that say your references and credit will be checked, a pre-employment drug test is required, and that you are swearing that all your answers are truthful.
- **Don't forget to sign your application!**

**Make sure to fill out your Job Search Log (below) every time you contact someone or make some progress in your job search.**

***From all of us at The Career Foundation, good luck in your job search and upcoming interview!***



### Job Search Log

DATE:	COMPANY INFO (Address, etc.):	CONTACT PERSON:	POSITION INTERESTED IN:	SOURCE:	RESULT:

Print out as many copies of this final page as you need to keep your records up to date. GOOD LUCK!