

Job Search Strategy

Presented by Bob Dolan dolanb@mit.edu

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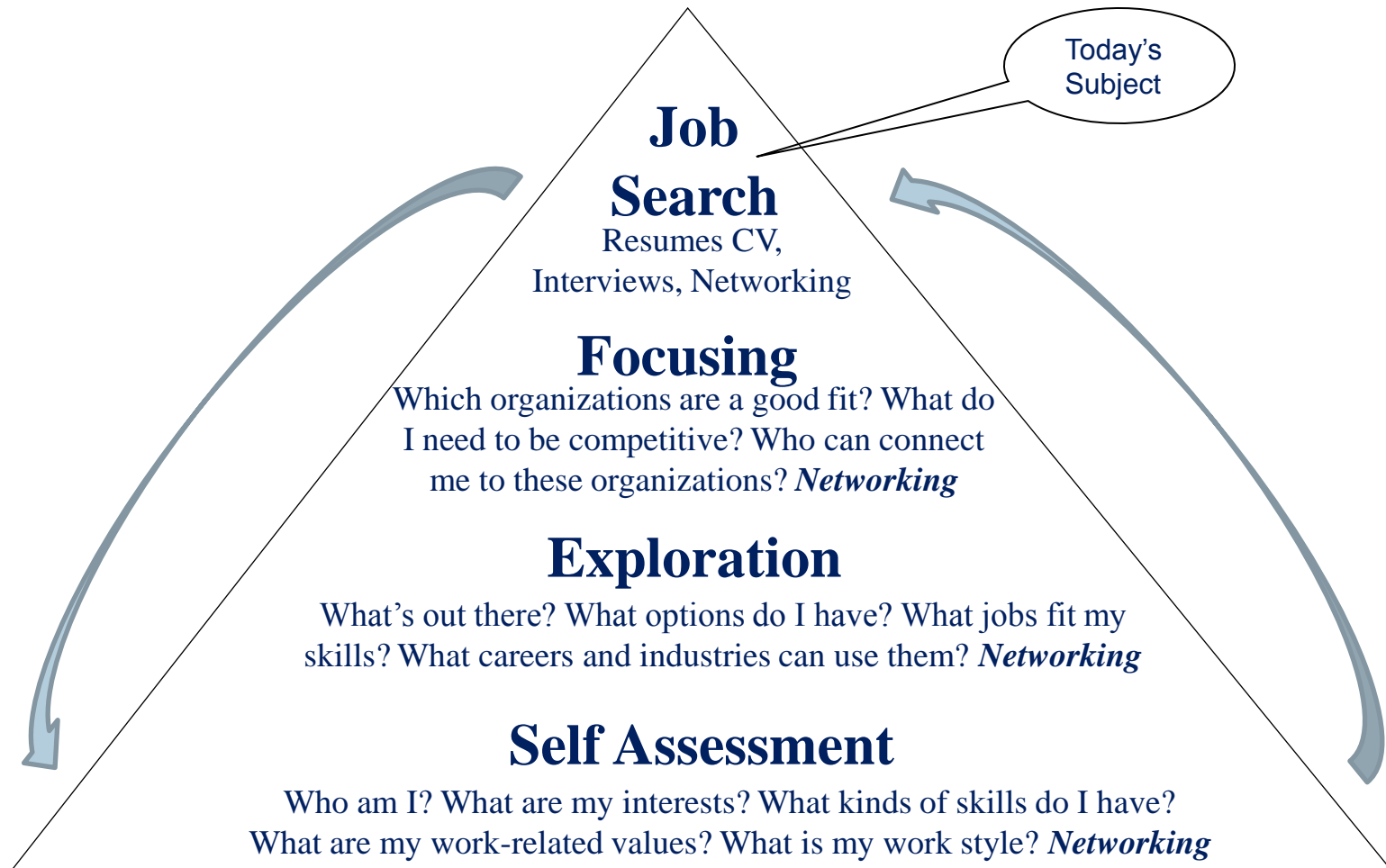
Job Search

A Multifaceted Adventure

Intended Learning Outcomes from today's talk:

- Lifelong Career Planning Process
- Things to consider during Job Search
- What skills employers want
- Job Search...Self Assessment Considerations
- Establishing SMART goals
- Developing your Communication-Branding Yourself
- Networking & other Job Search methods

Career Planning-A Life Long Process



Job Search Strategy

Things to Consider

What's next in your career

- Do I need a job NOW, or do I have time to look?
- Do I want the Academic track, or should I consider Industry?
- If a non-US citizen, will my visa status impact my search?
- Are contract/temp positions an option until I land?
- Are there other jobs I can perform until I find what I'm looking for?
 - Sometimes job search is two-step process to land the job you want
- Is a different profession an option?
- Is continued education or graduate school an option?
 - What are the financial implications of this option?
 - Will the economic climate be the same in the next few years?

Job Search Strategy

Things to Consider

What type of job fits my career goals?

- What type of job do I want?
- Do my technical skills and areas of interest match the demands of the positions I am pursuing?
- Do I need to strengthen my skills, what companies offer training?
- Are my expectations about companies and positions appropriate?
- What compensations practices will meet my expectations?
- Are there opportunities for advancement and promotions?

Job Search Strategy

Things to Consider

Is the culture in line with my work and life styles?

- What type of company structure would be one that I am comfortable in?
- What atmosphere would be one in which I felt I could work and be productive?
- Am I compatible with the work environment I am pursuing?
- Do my philosophies and life values align with the company core values and guiding principles?

Job Search Strategy

Things to Consider

What are the business strategies of companies that interest me?

- Do the company's vision, mission statement and purpose align with my career objectives?
- What are the business strategies of your target companies?
 - Product Dominance, Market Share, Shareholder Value, etc.?
- What are my target company's reputations in their industry?
- Are my target companies financially sound? Do they have long-term financial strength?
- What are the compensation practices of your industry?

Job Search Strategy

Things to Consider

Will my new boss/staff support my professional goals and growth?

- What management style supports my work style?
 - Lead vs. Manage
- How do companies communicate with their employees?
- How/when is the employee's evaluation process conducted?
- Do I have a voice in my growth plan, will my opinions be heard?

Job Search Strategy Things to Consider

Define Your Target Market

- What industry do you prefer?
- What geographic area do you want?
- What size organization is right for you?
- What organizational culture is right for you?
- Are there sufficient jobs in your target market?
- What resources do you need to obtain the right information?

Job Search Strategy

What Employers look for in candidates:

- Ability to work in a team structure 4.60
- Ability to communicate verbally (internally and externally) 4.59
- Ability to make decisions and solve problems 4.49
- Ability to obtain and process information 4.46
- Ability to plan, organize and prioritize work 4.45
- Ability to analyze quantitative data 4.23
- Technical knowledge related to job 4.23
- Proficiency with computer software programs 4.04
- Ability to communicate in written form 3.65
- Ability to influence others 3.51

5-point scale, where 1 = Not Important and 5 = Extremely Important
Job Outlook Survey 2012 - NACE

Job Search Strategy

First Step - Assessment Considerations

- What are your strongest skills?
- What are your interests?
- What are your values and how do they relate to your work?
- What are your likes and dislikes in the workplace?
- What are your strongest personal traits?
- What is your career vision?

Components of Self Assessment

Four Major Elements

- **Skills...**What am I good at?
- **Interest...**What do I enjoy doing?
- **Personal Characteristics...**What are my strongest traits?
- **Values...**What is important to me?

Skills...What Am I good At?

Don't confuse skills with experience

- Skills describe your ability to perform a task...
 - They are portable (problem solving, analytical, managing)
- Experience is usually expressed as a label attached to a specific job (Operations Manager, Project Leader, Supervisor)
 - Not always portable...unless you are applying for a similar job
- So...What are your strongest skills?

Assessing Your Skills Inventory

- | | | | |
|-------------------------|-------|------------------------|-------|
| • Communication | _____ | • Implementing | _____ |
| • Facilitating | _____ | • Coaching | _____ |
| • Listening | _____ | • Motivating | _____ |
| • Managing Conflict | _____ | • Training | _____ |
| • Public Speaking | _____ | • Team Building | _____ |
| • Writing | _____ | • Researching | _____ |
| • Synchronizing | _____ | • Financial Analysis | _____ |
| • Budgeting | _____ | • Assessing Quality | _____ |
| • Recording | _____ | • Developing Work Plan | _____ |
| • Client Relations | _____ | • Setting Priorities | _____ |
| • Developing Systems | _____ | • Analyzing Data | _____ |
| • Directing | _____ | • Managing People | _____ |
| • Serving Customers | _____ | • Managing Projects | _____ |
| • Delegating | _____ | • Programming | _____ |
| • Developing Procedures | _____ | • Developing Strategy | _____ |
| • Planning | _____ | • Inventing | _____ |
| • Other _____ | _____ | • Other _____ | _____ |

Check every skill you have...identify your top 3-5

Interest – What Do I Enjoy Doing?

People are more successful when they can work in an environment that interests them

Probing Questions

What are your interests – both academic and personal?

- What do you love to do? (hobbies, activities, etc.)
- What books do you browse through in bookstores?
- Which are your favorite courses?
- What is your passion...which cause would you give money to?
- If you were a reporter, what kind of stories would you like to write?
- What are your favorite objects/gadgets/toys?
- What sorts of information do you find most fascinating?
- Who are your heroes?
- What did you dream of being when you were a child?

Interest – What Do I Enjoy Doing?

- | | | | |
|------------------------|-------|----------------------|-------|
| • Work Independently | _____ | • Noisy Conditions | _____ |
| • Work Without Stress | _____ | • A Lot Of Writing | _____ |
| • Make Decisions | _____ | • A Lot Of Reading | _____ |
| • Work In Small Firm | _____ | • Work In Large Firm | _____ |
| • Work Under Deadlines | _____ | • Quiet Conditions | _____ |
| • Do Same Job Everyday | _____ | • A Lot Of Driving | _____ |
| • Do Repetitive Work | _____ | • Lead People | _____ |
| • Work in Teams | _____ | • Fix Problems | _____ |
| • Work With Customers | _____ | • Physical Tasks | _____ |
| • Travel | _____ | • Work Odd Hours | _____ |
| • Live Near Work | _____ | • Do Research | _____ |
| • Make Own Hours | _____ | • Work Alone | _____ |
| • Other _____ | _____ | • Other _____ | _____ |

Check off everyone interest you have...Identify your top 3-5 interests

Personal Characteristics...

Personal Characteristics make you unique and enhance your ability to perform certain tasks successfully in the workplace

- How would you describe yourself?
- How would others describe you?
- What are your strongest traits?

Assessing Your Personal Characteristics

- | | | | |
|---------------------|-------|-------------------|-------|
| • Accurate | _____ | • Loyal | _____ |
| • Adventurous | _____ | • People-Oriented | _____ |
| • Artistic | _____ | • Perfectionist | _____ |
| • Assertive | _____ | • Persuasive | _____ |
| • Civic-Minded | _____ | • Physically Fit | _____ |
| • Compassionate | _____ | • Practical | _____ |
| • Communicates Well | _____ | • Productive | _____ |
| • Creative | _____ | • Rational | _____ |
| • Dependable | _____ | • Responsible | _____ |
| • Efficient | _____ | • Self-Assured | _____ |
| • Emotional | _____ | • Self Starter | _____ |
| • Enthusiastic | _____ | • Sense Of Humor | _____ |
| • Good Attitude | _____ | • Sensitive | _____ |
| • High Standards | _____ | • Sociable | _____ |
| • Inquisitive | _____ | • Tolerant | _____ |
| • Kind | _____ | • Trustworthy | _____ |
| • Leader | _____ | • Other | _____ |

Check everyone you possess...Identify your Strongest 3-5 Traits...

Consider having someone close to you also assess your traits, then discuss

VALUES - What is important to me?

Your Values are one of the most important aspects of your career choices...they keep you on course

- Our personal values underlie every aspect of our life
- Values give meaning and purpose to what we do
- Values lend relative importance to various aspects of our work
- Sometimes we find ourselves in conflict with a work or life situation because it clashes with our values
- We need to re-examine our priorities from time to time, in light of changing life circumstances
- A common way people value careers is by economic rewards
 - But in many cases, money is not the highest priority for people

VALUES - What is important to me?

Having the understanding and knowledge of your personal values, and recognizing that they affect aspects of your life, can act as guardrails during the decision making process...

- How do your values fit in the world?
 - Life, family, love, peace, play, etc
- How are your values shaped by your cultural experiences?
 - Family, education, economics, customs, status, ethnicity, social institutions, etc
- How do your values impact your decision making process?

Rank Your Personal Values

Rank 1 – 10, with 1 being the most important

- **Independence and Autonomy** – having the freedom to do things on your own, minimal restrictions_____
- **Authority** – managing your environment, desire to influence the outcome of a situation_____
- **Leadership/Management** – Coordinating the work of others, responsibility for results_____
- **Technical Expertise** – the drive to have expertise in skill areas or functions_____
- **Lifestyle** – having a holistic pursuit in your life...unifying career, family and interest _____
- **Service** – providing guidance or solutions, dedicated to a worthwhile cause_____
- **Companionship** – being in an environment that fosters friendships and teaming_____
- **Security** – having financial strength or stability_____
- **Challenge** – need to be in an environment that stretches your abilities, technically and organizationally_____
- **Prosperity** – accumulating wealth, more than you need _____
- **Other**_____

Identify your Top 3 Values

Summary of Your Self Assessment

Top 3 Skills

- _____
- _____
- _____

Top 3 Traits

- _____
- _____
- _____

Top 3 Interests

- _____
- _____
- _____

Top 3 Values

- _____
- _____
- _____

Job Search Strategy

Next Step – Establish Professional Objective

- Establishing an overall objective with SMART goals is the foundation of a successful job search
- Once you have a better sense of your direction, set your long-term objective
- Then, develop short-term goals that include
 - Daily, Weekly and Monthly targets
- Set yourself up for success

What do you want to do? What do you need to do? Where do you start?

SMART Goals

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-Framed

SMART Goals

Specific

- Goals need to be specific
- Goals that are not specific are difficult to follow and judge
- Saying “I need a job” **is not enough**
- Saying “I need a job within 6 months, preferably as a project manager...” **is more specific**
- More specific goals help you define your job search parameters

SMART Goals

Measurable

- Make your goals quantifiable
- Saying
 - “I need to make new contacts for networking” **is not enough**
- Saying
 - “I will attend two networking meetings this month” or
 - “I will identify three MIT contacts within my field to talk with”
 - “I will attend a conference each month and call/email three of my contacts” **is measurable**

SMART Goals

Achievable

- Goals need to be reasonable and achievable
- Don't set yourself up for failure
- Saying
 - “I will send 10 Resumes/CV's per day to my target companies and conduct 10 informational interviews per month” may not be achievable
- Establish what is reasonable...and work it!

SMART Goals

Realistic

- It is important to honestly evaluate yourself
- Ask...do you have the ability and commitment to achieve your desired results?
- Ask...do you have the right skills and experience for the jobs that you desire?
- Research your profession and determine where your skills fit within the marketplace
- Target jobs that fit your skills, interests and values
- Do a gap analysis and strengthen your weaknesses

SMART Goals

Time-Framed

- Having a time frame to achieve your overall objective will give structure to your goals
- Without an end date there is no urgency, no reason to take action today
- A time frame gives you the impetus to get started and helps you monitor your progress

“By the end of this semester I would like to have completed....”

Sample Job Search Plan

Step 1

- Digest what is happening in your life...what's the catalyst behind this action...What are you feeling?
 - **Excitement, anger, denial, fear, relief, acceptance, etc.**
- If considering a career change, develop the mental strength to make the move you want

Step 2

- Attend a job search seminar to educate yourself on the latest and most effective job search techniques
- Assess your skills, interest and values to determine what job and environment is right for you
- Attend Employers Symposiums and various Company events on campus
- Attend Career Fairs...MIT Spring Career Fair April 4, 2013
- Begin developing your communication strategy-Branding
 - Written, Verbal, and Virtual (LinkedIn)

Sample Job Search Plan

Step 3

- Begin your search – quantitatively and qualitatively
- Research your industry/profession and target companies to determine the latest trends
- Determine how your skills and competencies fit within the marketplace
- Create your contact list for networking and set-up informational interviews
- Join networking groups and attend meetings
- Research jobs of interest/fit and tailor your resume to link your skills to their needs

Sample Job Search Plan

Step 4

- Submit resume/CV and cover letter to potential opportunities
- Maintain a good filing system of job search activities
- Practice your interviewing skills – set up an appointment to do a mock interview

Step 5

- Follow-up from last weeks outreach
- Continue active networking
- Continue practicing your interviewing skills
- Continue applying to jobs of interest
- Continue working it!

Job Search – How Long?

Research shows that it can take:

- At least 3 – 6 months in a good year, or
- Some people say: average 1 month per \$10K in salary
- Being intentional with your plan and actively working it will shorten the duration

Next Steps

- Now that you have assessed what is right for you
- Now that you have determined your potential or next career path
- Now that you have drafted a Job Search plan
- Now that you have developed a contact list to begin Networking

What do I do next?

Branding Yourself

Develop Effective Communication

How To Get Your Message Out:

- **Written** - Resume/CV, Cover Letters
- **Verbal** - Elevator Pitch, 30 Second Commercial
- **Virtual** - LinkedIn and other Social Media
 - Use caution and be professional

All three should deliver a consistent message

Branding Yourself

Develop Effective Communication

Written:

Craft a Resume/CV and Cover Letter that accurately and effectively highlights your skills and attributes (both technically and behaviorally) and aligns you with the needs of your target company, industry, and profession

Externally Focused

Branding Yourself

Develop Effective Communication

Verbal:

- Know yourself
 - Have your “**Tell Me About Yourself**” script ready
- Prepare a list of open-ended questions to ask
 - Don't ask questions that are answered on their web site

Your 30 Second Commercial or Elevator Pitch

Sample Question (almost always asked)

“Tell me about yourself”

- Consider responding in the following manner
 - I am a
 - With interest/expertise in
 - I have worked for; had internships in; project work on;.....
 - My strengths include *skill, skill, skill*

**Your response should highlight your skills and competencies,
specifically in their areas of need!**

Your “30 Second Commercial”

I am a Post Doctoral Fellow at MIT with expertise in optogenetics/biophotonics.

My areas of interest are in optics, microscopy and image processing/analysis, with particular emphasis on the technical requirements related to optogenetic applications.

I have worked in several labs and have lead teams in the design and implementation of hardware necessary to grow both the biophotonics and optogenetics capabilities. I have also had access to a broad range of sophisticated instruments and assisted in the design and construction of new hardware/software to develop unique and customized imaging capabilities.

As a Scientist at the Computer Science and Artificial Intelligence Laboratory and Laboratory for Nuclear Science at MIT, my research has enabled me to develop additional skills in EthoVision XT, video tracking, behavioral patterns, operant conditioning, and exploratory behavior.

Your “30 Second Commercial”

Actual example of an M.Eng targeting an I.T. role at Google:

I am a candidate for a Masters in Engineering in Computer Science & Electrical Engineering and will graduate in June 20xx.

My areas of interest are in software development and systems design. My expertise is focused on understanding the user’s needs, and to provide solutions to solve problems, improve product quality or increase productivity in the workplace.

I interned with IBM and was a member of the research team that designed, prototyped, and implemented a successful multi-user enterprise web application to visualize and manage collaborative projects and work activities. Additionally, I was able to strengthen my skills in Java and JavaScript and work closely with highly experienced, world-class engineers.

I have additional strengths in natural language processing, artificial intelligence, distributed computing and proficient with Windows environments, C++, information retrieval and TCP/IP. I will also complete my BS in Mathematics upon graduation this June.

Note: Words underlined appeared in the actual job description

Your “30 Second Commercial”

I am an experienced Real Estate Developer with significant expertise managing multi-dueling and multi-residential properties

My areas of interest are in researching RE markets and submarkets, valuation analysis, analyzing financial statements, and modeling projected cash flow with a focus on the multi-housing industry.

I worked at Equity Residential and was a member of the research team that analyzed revenue and expense dynamics, rent survey analysis, and sales comparable valuation analysis for apartment supply and demand. Additionally, I was able to strengthen my skills in Excel VBA and other programming and modeling tools.

I have additional strengths in finance, statistics, and economics, as well as my proven ability to manage my time effectively and work on several projects simultaneously.

Note: Words underlined appeared in the actual job description

Your “30 Second Commercial”

I have a Masters in Biomedical Engineering with 2+ years of experience in bioinformatics

My areas of interest are in the development of data analysis pipelines and implementation of data driven statistical models of critical biological pathways in a variety of disease areas

I interned with Berg Pharma and assisted disease biology teams in experimental design and data acquisition

I have additional strengths in mathematics and statistics with a proficiency in R and Matlab. I also have experience in Bioconductor, and scripting in PERL/Python and MySQL

Words underlined appeared in the actual job description

Branding Yourself

Develop Effective Communication

Virtual:

Develop a professional social presence that is available for review by recruiters, your colleagues, and your network

Branding Yourself

Develop Effective Communication

Social Media is a fundamental shift in the way we communicate...

- As job seekers continue to scan the social Web for opportunities, recruiters have adopted social recruiting tactics that have changed the business of hiring
- The annual *Jobvite 2012 Social Recruiting Survey* indicates that the social recruiting trend is on the rise as recruiters continue to retain higher quality candidates through social networks

Branding Yourself

Develop Effective Communication

Percent of employers who reported using social networking sites to research job candidates in Jobvite 2012 survey (n=>2,000)

- **93%** use or plan to use social recruiting
- **43%** of recruiters who use social recruiting saw an increase in candidate quality
- **73%** have successfully hired a candidate through social media
- **31%** of recruiters using social media have seen a sustained increase in employee referrals

Branding Yourself

Develop Effective Communication

Virtual – LinkedIn

(Use caution and be professional)

The professional media tool of choice is LinkedIn

- Over 150 million members use it for professional networking and marketing
- Recruiters use LinkedIn-Recruiter to search for potential candidates
- Your LinkedIn Profile mirrors your resume/cv and highlights your technical skills, attributes, accomplishments, professional history including companies, educational institutions, professional affiliations, and professional recommendations/endorsements
- You should establish a LinkedIn account today, or update your profile to reflect your current status and future intentions

Branding Yourself

Develop Effective Communication

Virtual – LinkedIn and other Social Media

Creating Your Bio... Things to Consider

- Display your full name and allow others to contact you
- Upload a picture (smile)
- Include a detailed history of your skills and accomplishments
- Write a Wicked Good “What I Do” section
- If applicable:
 - List your Presentations (including your PowerPoint visuals)
 - List your Publications, Patents, Trademarks
 - Include link to your website/blog if you have one

LinkedIn finds jobs for you based on your profile

Jobs You May Be Interested In

from Bob's page

5 of 60 jobs
listed on
my page

Associate Director

- Bentley University - Greater Boston Area Feb 2013
- 92 people in your network at Bentley

Director of Graduate Admission – School of Management

- Simmons College - Greater Boston Area Mar 2013
- 94 people in your network at Simmons

Director Career Services

- Temple University - Greater Philadelphia Area Mar 2013
- 20 people in your network at Temple

Assistant Director, Career Development Office

- Xavier University - Cincinnati Area Feb 2013
- 4 people in your network at Xavier

Chicago Career Management Consultant

- Right Management - Greater Chicago Area Mar 2013
- 28 people in your network at Right Management

Branding Yourself

Develop Effective Communication

Be Careful...keep it business only!

- Many people use LinkedIn, Facebook, Twitter, etc.
 - LinkedIn is used mostly for professional contacts
- Many companies use social to media to learn more about you...and make judgments
- What is acceptable to you and your friends may not be acceptable to employers/hiring managers

Branding Yourself

Develop Effective Communication

Be Careful...keep it business only!

- Some companies use social media to update candidates during the recruiting cycle
- If you are on Facebook, consider either suspending it during your job search, or tighten all security settings and control tagging options
- Some employers are asking for your personal password to see your Facebook page (however, now illegal in some states)

Be Careful...Keep it business only!

Your Public Profile - Content	Positive	Neutral	Negative
Memberships in Professional Organizations	80%	10%	1%
Volunteer/Donate to Charity	66%	22%	1%
Political Posts/Tweets	2%	62%	18%
Overtly Religious Posts/Tweets	3%	53%	26%
Photos of Consumption of Alcohol	1%	37%	47%
Spelling/Grammar Errors	2%	33%	54%
Profanity in posts/tweets	2%	15%	61%
Post/Tweets of a Sexual Nature	3%	21%	66%
Reference to Doing Illegal Drugs	2%	8%	78%

Networking

- Networking is the process of **discovering and utilizing connections between people**
 - Genuine networks stem from academic, friendships business, or family relationships
 - Everyone knows other people, and thus has a network
- But “Networking” implies **movement *beyond* one's immediate network** and involves tapping into other people's networks, perhaps far removed from one's own

Why Network?

- The “**Hidden**” Job Market
 - 70% - 90% of jobs/opportunities are found **informally**, mainly through friends, relatives, direct contacts, and indirect contacts (your network’s network)
- According to NACE and The U.S. Department of Labor, >70% of all workers use informal job search methods... <http://bit.ly/sDiFVE>

My last three jobs were landed through networking

Networking at MIT

- **MIT Alumni Database (ICAN)**
 - <http://alum.mit.edu/benefits/CareerGuidance/ICAN/>
 - >4,000 Alumni have signed up to be advisors to alums/students
- **Venues/Events across MIT**
 - <http://pda.mit.edu/> see calendar of upcoming events
 - <http://web.mit.edu/community/topic/entre.html>
 - <http://web.mit.edu/community/topic/academic.html>
 - <http://events.mit.edu/>
 - <http://alum.mit.edu/networks/Clubs/>
 - <http://web.mit.edu/staff/connect/networking.html>

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Networking at MIT...cont

- Company Presentations
- Career Fairs and Campus Career Workshops
 - [https://www.myinterfase.com/mit/event search](https://www.myinterfase.com/mit/event_search)
- In Class/Labs: Professors, Advisors & Classmates
- Alumni Association (Alumni Network Services, Clubs and Affiliated Groups, Alumni Magazine and Publications, Events)
- Special Events at MIT (lectures, sporting events)
- Student Groups/Clubs
- Staff and Each Other (the person sitting beside you)

Network Beyond MIT

- Professional Associations and Conferences
 - <http://web.mit.edu/career/www/jobs/proforg.html>
- Career Fairs Beyond MIT
- Community Groups (Public Service Center)
- Events in Cambridge and surrounding Boston area
- Trade Publications / Industry News
- Online (list-serves, newsgroups/special interest groups) Job Clubs or Networking Groups
- Prior co-workers/advisors/bosses/lab mates
- Family Parties (Weddings, Reunions, Holiday Celebrations)
- Other Parties in local area
- Your previous College and University Alumni

Benefits of Networking

- Validate your career choice by investigating day-to-day experiences in your field
- Gain recognition and visibility in your field
- Learn/practice interviewing skills without the pressure of an actual interview
- Build confidence in your ability to discuss your career aspirations and successes
- Gain exposure to current trends and innovations in your field
- Obtain information that can be used in cover letters and interviews
- Meet decision makers and people who can influence your career
- Gain additional leads to jobs and other pertinent information
- Provide/receive support during your job search

Do's & Don'ts of Networking

DO

- Research the company and industry
- Research jobs in the company that match your skills
- Prepare to answer questions about your career interest and achievements
- Bring several questions to the interview
- Research the compensation structure of your role in the marketplace
- Dress appropriately – same as job interview
- Arrive 10 minutes early
- Send a thank you note within 12-24 hours

DON'T

- DON'T ASK FOR A JOB – your sole purpose is to obtain information
- See Do's above

Maintain Your Network

Keep in Touch

- Keep your contacts informed
- Stay in contact - meet for lunch, coffee, etc.
- Send emails occasionally, birthday or season greeting cards
- Inform them of your results, especially when you used them for one of their contacts
- Keep ALL of your options open during Job Search

Take the time to say **Thank You**

Job Search Strategy

Final Q & A

“And the day came when the risk it took to remain inside the bud was more painful than the risk it took to blossom” ...unknown