



JOB SEARCH STRATEGIES

Job Searching can be an overwhelming experience for student in their final year of study. When do I start? How do I know who is hiring? Where do I apply? Preparation is critical in an effective search. Listed below are the steps you should take when launching a job search.

THE ABC'S OF JOB SEARCHING

Create a list of employers and prioritize them using the following methodology:

A List – companies and organizations you have identified as ideal to you meeting your career goals (10 - 15)

B List – companies and organizations that will provide you with the skills and industry experience to move into an A List company within 5 years (20 - 30)

C List – companies or positions that offer flexibility, professional development, skill development, or short term (contractual employment) that will allow you to network with A and B list companies

RESEARCH COMPANY INFORMATION

First and foremost, “doing your research” means that you genuinely understand the role of an organization and can clearly articulate the distinct roles of its various functions of their business. Research allows you to review all of the company information and shaped an idea of which companies you'd like to work for, and in which general area. Research means that you've developed reasonable job expectations and determined the specific benefits you'd hope to gain from the experience. Companies will expect that both undergraduates and MBA candidates alike can articulate solid reasons for pursuing a job in the field, and they will expect to see evidence that you've invested some serious time determining whether this career - and this firm in particular - is right for you. Regardless of the specific position for which you are applying, “doing your research” has two primary components: understanding what distinguishes the company in its industry, and understanding what distinguishes the company as a place to work. The first of these relates to the firm's position in the financial marketplace, while the second has to do with its “employment brand” - the unique way the firm positions itself to prospective employees.

ADVERTISED POSITIONS: WHERE DO I FIND THEM??

- Odette Career Services
- On-line Job Boards
- Career Section of Company Sites
- Newspaper
- Industry Associations & Trade Publications
- Government Websites

WEB RESOURCES: JOB POSTINGS

- workopolis.com
- Talentegg.ca
- monster.ca
- Windsor Star (regional newspapers post their job ads online, including The Windsor Star)
- Careerbuilder.ca
- Industry Association



TIPS AND TUTORIALS

- www.quintcareers.com
- www.wetfeet.com

COMPANY RESEARCH

- www.jobcentral.com
- www.globeinvestor.com
- Yahoo! Finance

JOB SEARCH TRACKING TOOL

Develop a job search tracking tool that is effective for you. The tool will include company information, contact information but also must include follow-up dates as well as what positions you have applied to.

NETWORKING

Networking will prove to be your most useful tool in searching for jobs. Over 65% of jobs are found through networking! Spread the word to everyone you know – let your network know you are looking for a job. There are several types of networking: formal (career fairs, on-campus events, former co-workers, former supervisor, salespeople, etc.); informal (family, friends, neighbors, parents' friends, etc.), or education related (class-mates, club members, professors).

1. Six degrees of separation. Anything is possible. Everyone wants to meet someone. As a general rule, there are never more than six people between you and the person you want to talk to. Networking is a way to access otherwise inaccessible people.
2. Get a job. Networking is the number one way to get a job. 60 - 80% of jobs are found through some form of networking. A personal connection to a hiring manager is the best way to get your resume on the top of the pile. Think about ten of your employed friends. How many of them got their job through a form of networking? How many of them used the traditional application process? Enough said.
3. Develop your current career. Broaden your professional horizons. Networking keeps you sharp, current, and in touch with your industry. Your career should never be stagnant.
4. Obtain referrals or sales leads. Even if you plan on staying in a given job indefinitely – why not make your business the best and the busiest?
5. Explore new career options. Before making a leap into another career, what better way than to talk to people who know.
6. Low risk of false pretences. When you're talking to a friend of a friend, it's unlikely that the friend's friend is going to lead you on or tell you half-truths. You can more or less expect to get the full story. If you're talking about a job opportunity – you'll hear about the hours, the boss, and the coworkers.
7. Remember three things: in every social situation you're in, make sure people leave knowing who you are, what service/skills you provide, and how to get a hold of you.
8. Karmic payoff. You help others, others will help you. Everyone likes people who are helpful – so good things will likely come toward those people.



COLD CALLING

Cold calling is another way to find out about job openings. It gets your name out there and it increases your chances of being in the right place at the right time. Some tips for cold calling include:

1. Target Your Search: utilize your network and ABC lists
2. Practice email etiquette: address your email the right person, make your email address is professional, keep your emails brief and use formal/professional language, and provide your contact information
3. Introduce Yourself: prepare a brief summary of yourself and why you are applying to the company
4. Be Specific: identify your skills and career choice as there is no such this as “any” position
5. Attach A Targeted Resume: it should feel it was written for them
6. Follow up!

Odette Career Services: www.uwindsor.ca/business | mySuccess: success.uwindsor.ca



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**Odette School
of Business**
University of Windsor

ODETTE CAREER SERVICES OFFERS A VARIETY OF RESOURCES TO HELP YOU LAUNCH YOUR CAREER:
Resume critiques • Cover Letter preparation • Career planning • Job searching • Career preparation workshops • Mock interviews
Personal appointments • Skill Assessment Tools • Employment Strategies • Networking opportunities • Professional development