

It's Time for a Change

Whether you are preparing to move on due to self-initiated reasons or those imposed by others, looking for a new job opportunity can be an emotional journey. In either of these circumstances, dealing with the emotions you experience is important so that you can move on to making a positive start. Knowing where to look for work and how to be strategic with your time and effort will give you the best results according to Marge Watters, *It's Your Move*.

Time Frame

Make sure to give yourself a realistic time frame to find new work. If you are currently working, the process will be slower as you are unable to dedicate your full attention to the search. It can be a time-consuming practice and most people underestimate how long a job search can take.

DID YOU KNOW

Searching for a job is a full time job!

Experts recommend spending up to 30 hours a week on dedicated job search activities

Tips to Staying Active in your Job Search

An active employment search is just that- active! A passive search is reactive. This doesn't mean that a passive job search will be unsuccessful; it simply means that you are relying on circumstances and events outside your control to bring opportunities your way. Active job seekers go out and find new targets. They talk with as many people as possible in carefully planned and appropriate ways.

The following chart compares and contrasts the characteristics of the two approaches. Locate yourself on the chart and think about what to do to shift your attitude and activates to the "active" column.

Job Search Factors	Active	Passive
Attitude of the Job Seeker	<ul style="list-style-type: none"> Feels in control and confident Willing to take the challenge Tries new approaches and techniques Open to feedback and suggestions Enthusiastic, highly motivated 	<ul style="list-style-type: none"> Feels victimized, blames others Unwilling Inflexible Defensive Despondent
Focus of Search	Seeks external contact	Turned inward

	<p>Involved and engaged Focus is on the job search Interested in people Has target A, B, & C in place</p>	<p>Isolated Scattered energies Interested in inanimate resources Willing to take any job available</p>
Scope of Search	<p>Looks at industry options Seeks out unfamiliar organizations Thinks creatively about roles Goes out to find new possibilities</p>	<p>Stays with known industries Has a limited list of organizations Seeks to stay with known roles Closed to new possibilities</p>
Hours Dedicated	<p>Conducts job search full-time Spends 30 to 40 hours per week on dedicated job search activities Sustained effort</p>	<p>Spends 10 to 20 hours each week or less on the job search Counts all Internet surfing time and reading comics in the 10 hours Sporadic effort</p>
Methods Employed	<p>Spends 80% of time actively networking Follows up on all leads regardless of how unlikely they seem Creates and follows a plan for using agencies or search firms Answer ads and Internet postings Post resumes on Internet job boards Plans time for self-care to keep energy and spirits high</p>	<p>Answer ads and Internet postings Post resumes on Internet job boards Contacts a few agencies or search firms without follow-up Sends out broadcast letters with resume attached Sends out networking letters without personal follow-up Networks with only a few close and well-known colleagues and friends</p>
Resilience	<p>Manages to depersonalize rejection Generates activity on many fronts Recognizes and guards vulnerabilities Persistent</p>	<p>Takes rejection quite personally Puts all eggs in one basket Remains unaware of vulnerabilities Stops trying after setback</p>
Measure of Success	<p>Every plan implemented and every short-term goal attained is counted as a success and celebrated Finds an ideal opportunity</p>	<p>Uses only one measure: landing a job</p>

Source: Marge Watters, *It's Your Move*, 2nd Edition: Harper Collins, 2004

Internal Search

Where to begin

Review the job postings regularly and stay connected with your network to be in the “know”. Job postings are indicators of opportunities available to develop your career at McMaster. Go to Careers@McMaster regularly and view new postings which are updated daily.

The Career Opportunities page provides search capabilities for all employment positions currently available at McMaster University.

This guide demonstrates how to apply for an employment opportunity at McMaster University:
<http://www.workingatmcmaster.ca/med/document/how-to-apply-to-careers-at-mcmaster-1-87.pdf>

Gather occupational information

- Your network will help you determine who to contact if you need more occupational information.
- Try conducting information interviews in person or by phone. People are generally willing to share information if you prepare questions in advance and schedule a convenient time.
- See the [job families](#) to review skills statements and descriptions.
- Review how your skills compare with the job or position occupation you are targeting.

Thinking of Applying?

Get all the information and then decide

- Identify the position that appeals to you – print a hard copy, note the posting deadline.
- Research the nature of the job through your internal network to learn the details.
- If you are wondering whether to apply for a posting conduct a self-review against the job criteria. Review how well your skills and experience align with employer expectations. The results of this exercise will indicate whether you should submit an application. Skill areas that match well are your strengths and gaps indicate the skills, knowledge and experience that you may be missing. The more matches you have the greater your competitive edge.

For Help in Preparing for Internal Job Search

Contact Employee Career Services to schedule an individual appointment and obtain assistance in this process. Email success@mcmaster.ca.

External Search Resources

First and foremost, you have to ask yourself how far you are willing to travel for work. Having a long commute can be draining on some, yet others don't seem to mind at all. Decide what will work with your personal and professional needs and set your parameters.

Use Job Board Aggregators:

Job board aggregators will search through all jobs in one go. You will not find as many results from your search anywhere else. The comprehensive search will pull up results from job boards, newspapers, company career pages, recruiter sites and more.

Eluta.ca

Indeed.com

SimplyHired.ca

CareerJet.ca

Additional Job Posting Websites

Charityvillage.com – Not-for-profit job opportunities

Monster.com

Workopolis.com

When applying be sure to follow the instructions carefully, noting the closing date and requested format. Play close attention and follow through with all instructions, otherwise you may be disqualified from the recruitment process.

Recruiters:

A recruiter is an individual hired to locate individuals with a specific list of qualifications. Companies pay recruiters wages. Companies have the option to hire recruiters and pay them based on a retainer search or a contingency search.

TYPES OF RECRUITERS

Executive Recruiters:

For those seeking senior management positions, with salaries over \$75,000 per year and above. These recruiters typically charge a fee. Originally placed Executives only including CEO's presidents and vice-presidents now may also be able to place middle management positions, due to high skill requirements in today's diverse corporations.

Office Support or "Temp" Agencies:

Focus on office administrators, clerks, data entry clerks, and general office support.

These recruiters offer companies continual services and can fill positions on an immediate basis. These agencies bill the company at a higher hourly rate than received by the candidate. The client will probably not want to see the recruiter.

Placement Companies:

These companies fill the positions that lay between executive recruiters and office support agencies. Candidates will usually hire candidates in positions that are above entry-level salaries and below \$75,000. May have specialists for each major business sector. May also work to fill short term and contract positions. If this is the case, the company pays the agency a higher hourly rate then will be passed on to the candidate.

*Most work with the hiring company is done over the phone but the recruiter will normally visit the office to assess the business and working atmosphere to determine what type of candidate the client needs.

Industrial Help Recruiters:

These recruiters deal with warehouse, general labour, truck drivers and similar occupations. Hiring companies are billed hourly and the worker is paid a portion of the hourly rate. These recruiters often work to fill immediate openings and some longer term openings.

Full-Services Recruiters:

Offer some or all of the above services at one location.

Specialists:

Work in a certain industry or fill only specific types of positions.

Generalists:

Offer placements opportunities for people in various industries and/or types of positions.

Executive Search Generalist:

An individual who fills very high-level positions in any industry.

Don't apply with every recruiter you see or hear of. If a company has hired more than one recruiter and they receive your resume from numerous recruiters, they may decide you're too desperate and pass on meeting you rather than have a fight between recruiters as to who gets paid their fee for placing you.

Social Media

LinkedIn is one of the best ways to network in today's social media world. It provides a way for individuals to keep track of their professional network of contacts electronically, even when people you know change jobs or companies. It can also offer the opportunity to see who the contacts of your contacts are. Don't label yourself as a job seeker anywhere in your profile but instead view LinkedIn as a way to manage your career and build your contacts. Today there are just over 347 million users, which makes LinkedIn the most popular social network for professionals. When used correctly, LinkedIn can be an extremely powerful tool.

Lori Hardegree wrote an article entitled *Get Started With LinkedIn: A Quick Start Guide* which is a great introduction to this social media tool. Here is what she has to say:

When You Get Started with LinkedIn, Use a Free Account

At least at first, there is no need to upgrade your account to a paid LinkedIn.com account. The free version provides more than you'll need until you become accustomed to and use all the features the free version has. With a free account you can:

- Create a Professional Profile
- Build a Network of Connections or Contacts
- Join Other People's Networks
- Participate in & Create Groups
- Search for Companies, Jobs & People
- Send Messages & Get Answers
- Make Comments On Posts
- Use Various Applications
- Set Up Personalized Searches

The paid or premium version has all those features plus, you can send emails to people who you don't know, and become a member of the OpenLinked group which means people can contact you without knowing you directly. In addition, you get priority customer service, more search results, and you can store and save data in an online folder and access LinkedIn member contacts and profiles.

You can upgrade at any time, so until you are accustomed to the vast features of the free account there is no reason to get a premium account at this time. Joining is quick and easy. If you've never joined, when you go to the home page there is sign up window to register. Fill this out using your full real name and the email address you use most. Be cautious about using your work email unless you own the business.

Set Up Your Profile

When you fill out the form as the system prompts you you'll have completed a lot of your profile. Keep in mind that in most cases you can go back and edit later, but why not fill it out as accurately as possible now? This will eliminate the need to edit later, and when you know going in that you should fill everything out as completely and as honestly as possible in a professional manner you can't go wrong.

Currently there are several parts to your profile:

Your Name — This should, of course, be your real name that you use in business. Don't try to be clever and use a fake name. This is your online professional identity and you must be yourself.

Your Headline — This will appear under your name, and should describe what you do, not where you work. Think in terms of using keywords and keyword phrases separated by the pipe symbol instead of a sentence or phrase.

Your Photograph — This should be a photo of your face with a plain no distracting background. People want to see the real you that includes your eyes, nose and mouth. This is the time to demonstrate your most professional image.

Your Work History / Experience — Include every aspect of your work history that relates to your goals with your LinkedIn.com account. For instance, if you used to be a bookkeeper 20 years ago, but you have no intention of being one now, focus on what you want to do now as you fill out your work history.

Extras — You'll notice on LinkedIn.com that within the profile are some extra little spots that you can add information to such as videos, images and documents. You can add these later if you're not ready.

Education — This section is exactly what it says, add in your education, and any certificates that you have that demonstrate your knowledge in your profession.

Additional Info — This area asks that you include interests, personal details, and how to contact you. Please put something in here that isn't too off track of your goals for your future. Be cautious about putting something in interests that is too controversial and not related to your business.

After You've Gotten Started It's Important to Participate

Now that you have your profile up, it's time to make some connections. Start with people with whom you've worked at any of the jobs you've listed in work history, and any fellow students at the schools you've attended. Connect to them, and ask for recommendations right away. Send them personalized requests though, don't send them in bulk as it helps to remind the individual what you did with and / or for them in the former position to get a more targeted recommendation.

Next, join a few targeted groups consisting of your target audience. Your target audience is dependent upon your goals for using LinkedIn.com. You can use it to expand your business by joining buyer groups or expand your personal network by joining specific professional groups to grow your contacts.

LinkedIn – Helpful Tips and Resources

<http://www.linkedin.com/skills/skill/Statisticians?trk=skills-hp-search>

<http://www.timsstrategy.com/blog/7-tips-to-help-you-stand-out-on-linkedin/>

Stay Motivated

Believe in yourself and when you are ready to launch an active search for employment, put your best self forward. Stay focused on your priorities, build momentum, maintain motivation and refine your targets as you search from employment.

Employee Career Services can help make you aware of job search strategies to build confidence and help you achieve success.