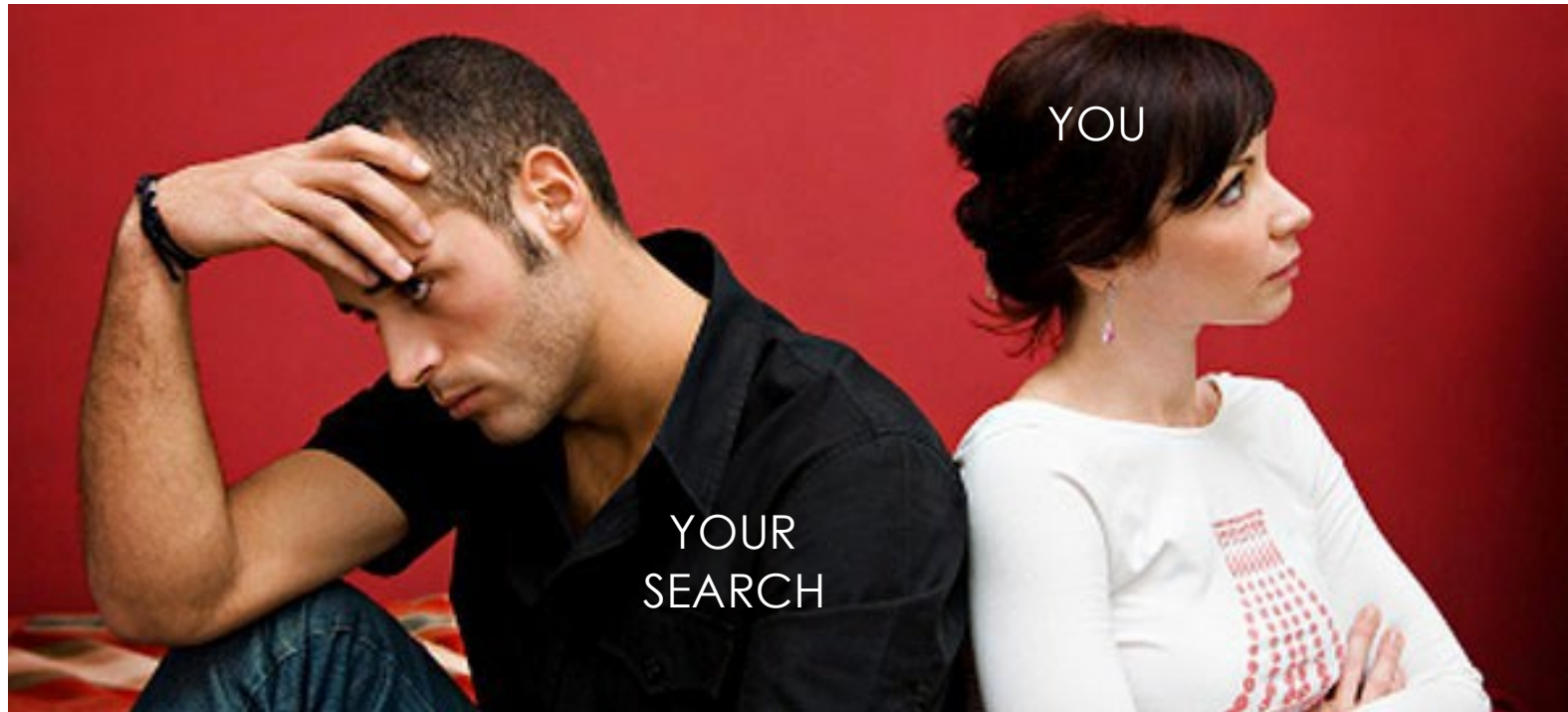


# ***Making Your Job Search Work For You***

Looking at what your job search is telling you,  
strategies for unsticking your job search, and tips  
for creating a targeted search plan

A joint presentation from New Jersey workforce partners:

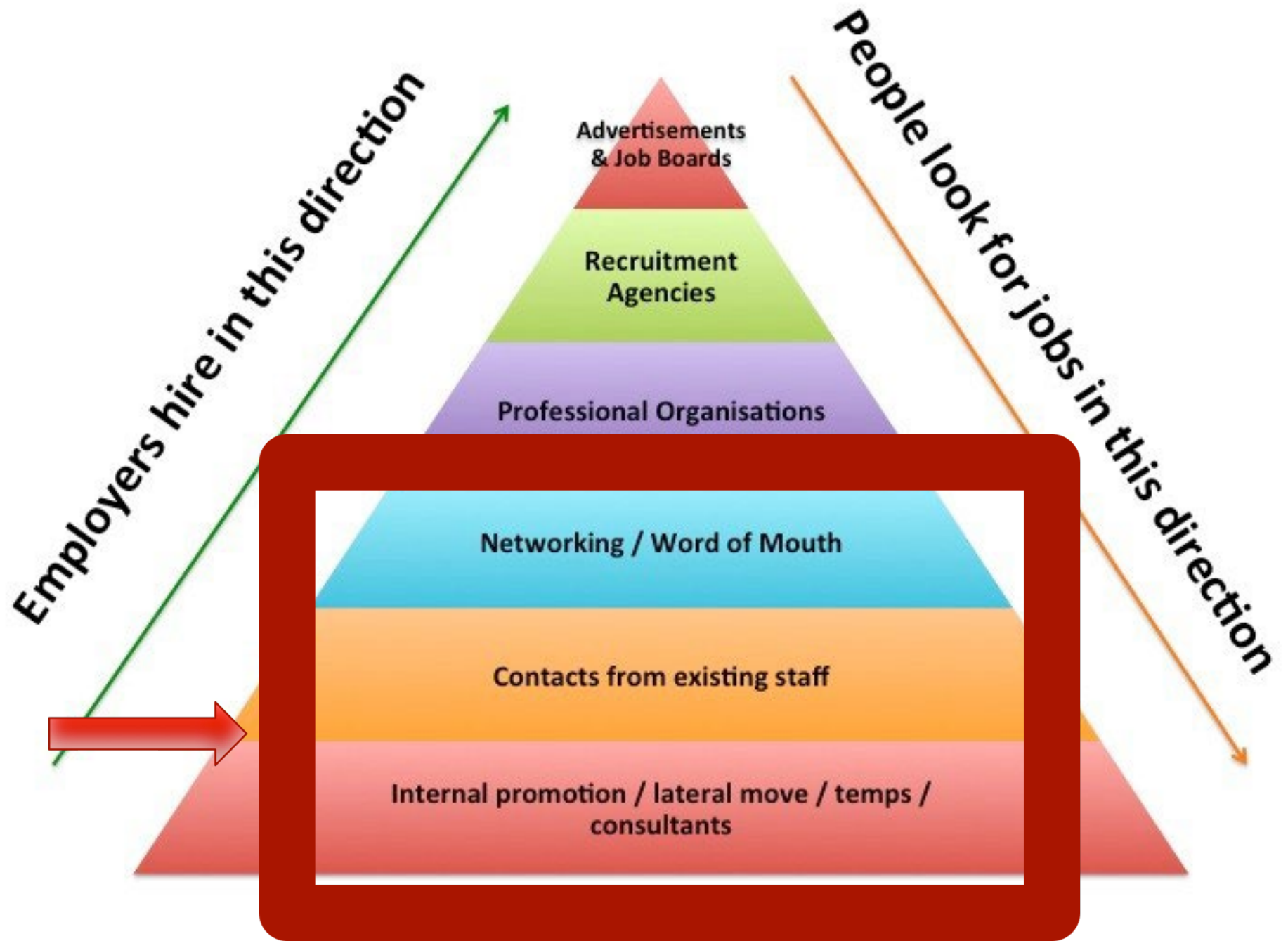




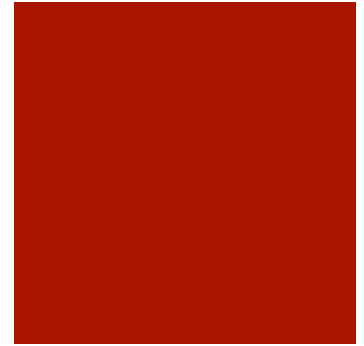
# Goals for this Session



- Develop a **healthier relationship with your search.**
- Explore how we can “**listen**” **more effectively** to what our search is telling us **and use that information to adapt and respond.**
- Discuss **strategies for making learning from your search a keystone habit.**
- Review **strategies to unstick your job plan.**
- Tips for **creating a targeted job search plan.**



# Run✎Run✎Run Cycle



- Don't learn from experience
- Harder to see connections between actions and results
- Can't be strategic or targeted
- Get stuck in fixed behaviors and actions
- Makes you reactive, rather than responsive or pro-active
- Builds unhealthy habits

# Sit✎Sit✎Sit Cycle



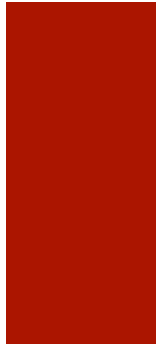
- “Analysis Paralysis”
- Constantly seeking advice, validation, magic bullets
- Don’t turn advice into action
- Get stuck

# Act Reflect Cycle



- Can adapt to changing situations and new information
- Less reaction, more pro-action & response
- Can integrate learning into next steps
- Grows resilience
- Builds skills necessary for today's workplace

Act✎Reflect helps us **be in relationship with our search** in a **healthy way** so we can **find our way** to the next opportunity. To reflect effectively, we need to get better at listening.





# Why Don't We Listen Effectively?



# MAKE TIME!



- **Right now**, commit to taking at least a day to take **a hard look** at what's been happening.
- Going forward, **re-evaluate at least every two weeks**.
- Reflect **daily**.

# Just Because We Don't Want to Deal With It Doesn't Mean It Will Go Away...



- **Acknowledge** that we're **avoiding** information because of **anxiety and fear**.
- Accept that **avoiding unpleasant information can make things worse**.
- Accept that **in facing “hard truths” our brains will feed us fear and anxiety**, but those feelings can pass.
- **No shame, no blame**

# Job Search Junk Food

- Your plan is “in your head”
- Plan A=What I did before and Plan B=Anything else
- The one perfect resume
- Isolation
- Connecting primarily with other unemployed job seekers
- Ask for advice and then say “that doesn’t apply to me” or “that doesn’t work”
- “Do you have a lead?”
- Ageism
- Cycle between “trying harder” and “taking a break”

# Track Your Activity to See What You're Learning, Not To Beat Yourself Up



- What **am I doing**? How am I **spending my time**?
- No, really. How am I **REALLY spending my time**?
- Do these **actions help or hurt me**?
- What **results** am I seeing?
  - Connections?
  - Conversations?
  - Interviews?
  - Offers?
- How **have my activities changed over time**? How has that **changed my results**?

# Evaluate Your Organization



- If my job search was **a work project** that I had to turn over to someone else, would they be able to pick up where I left off? Would they be able to tell what I'd been working on? If this were a work project, how would you honestly evaluate your efforts?
- Is everything **“in my head?”**
- Do I spend **a lot of time looking for things or trying to “get organized”?**
- Are my **materials accessible anytime, anywhere?**  
(Google Drive, Google Calendar)

# Evaluate Your Goals, Strategy and Tactics



- Do you have **Plans A, B, and C** with target jobs and target companies?
- Are you **working on these plans simultaneously**?
- Have you **clearly outlined—on paper or in a saved document!—your goals, strategy and tactics for your plans**?

Get FT job as VP of FINANCE at (Target Companies)

# Goal

Make new connections  
in target companies

## Strategy

### Tactic

Identify/  
research on  
LinkedIn

### Tactic

Get  
introductions

Communicate expertise

## Strategy

### Tactic

Write weekly  
article on  
LinkedIn

### Tactic

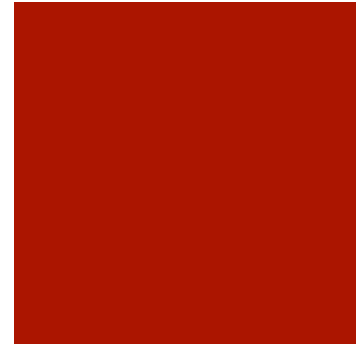
Experiment with  
a podcast



[www.xola.com](http://www.xola.com)



# Reflect



- If you're **not getting the results you want, what has to change?**
  - Goals?
  - Strategy?
  - Tactics?
  - Effort?
  - Organization?
- What **job search skills** do you need to grow?
- What **bad habits do you need to break?**
- What **better habits** can you replace them with?

# How Do I Fit into the CURRENT Market?



- **FT employment** vs. **contract** work vs. **remote work**
- **New skills & requirements** for previous occupation?
- **Salary** requirements not aligned with the market?
- **Fewer** available **jobs**?
- **Do I even want to DO this work?** Am I passionate and excited about it?
- **Greater Raritan Workforce Development Board** resource - [https:// www.thegrwdb.org/resources/labor-market-research-analysis/](https://www.thegrwdb.org/resources/labor-market-research-analysis/)

# Pivot: “Making a Change in Strategy Without Making a Change in Vision”



- Adjust **company targets**? (go after different customers)
- Adjust **job targets**? (Step back? Step sideways?)
- **Freelance/contract work / remote work** where customers may pay a premium for specialized skills and expertise
- **Talk to people who have done it**—what did they do and how did they do it? Talk to knowledgeable people in the field, including recruiters and LinkedIn groups
- Look at LinkedIn profiles of people in your target job

# Is it a Motivation Issue?

## Types Of Motivators

### Intrinsic

- autonomy
- belonging
- curiosity
- love
- learning
- mastery
- meaning
- ...

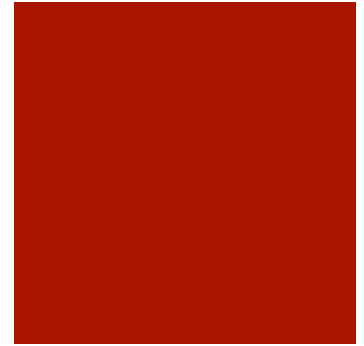


### Extrinsic

- badges
- competition
- fear of failure
- fear of punishment
- gold stars
- money
- points
- rewards
- ...

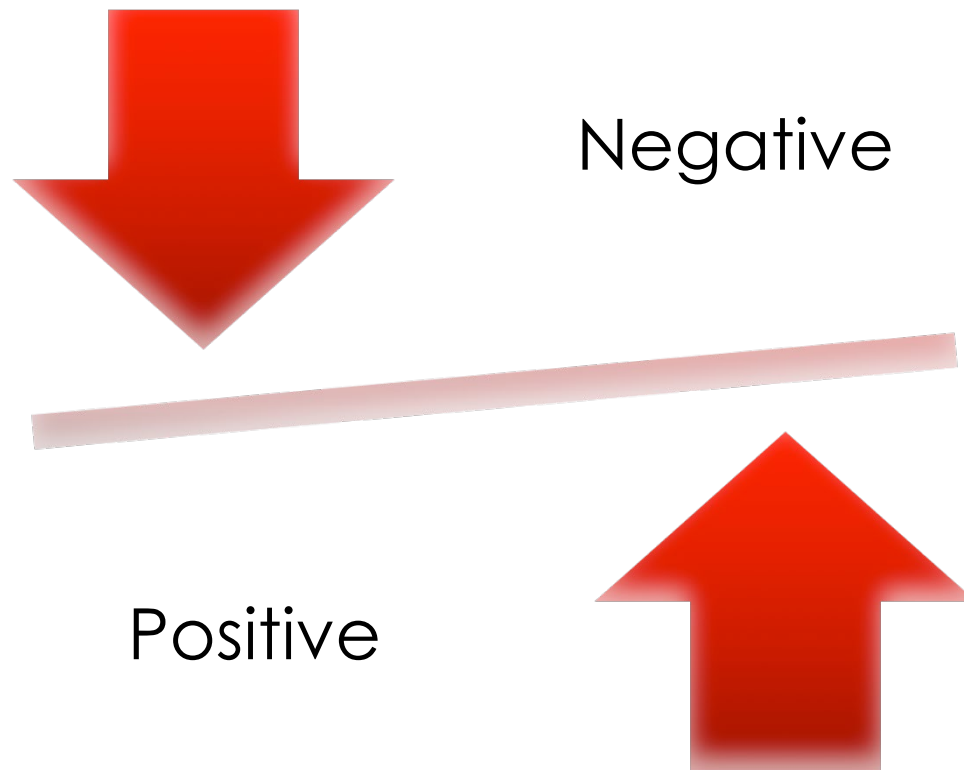


# Job Search Requires You to Tap into Your Intrinsic Motivation



- Grow **autonomy**—>Focus on areas you can control or influence and ignore what you can't control.
- Grow **mastery**✍️Focus on identifying and building specific job search skills. How am I improving?
- Grow **purpose**
  - How can I **act in alignment with what's important to me**, no matter what is happening?
  - How can I **connect to projects and activities that give me a sense of purpose in my life?**

# Mood Management: What You **Focus on, Grows**



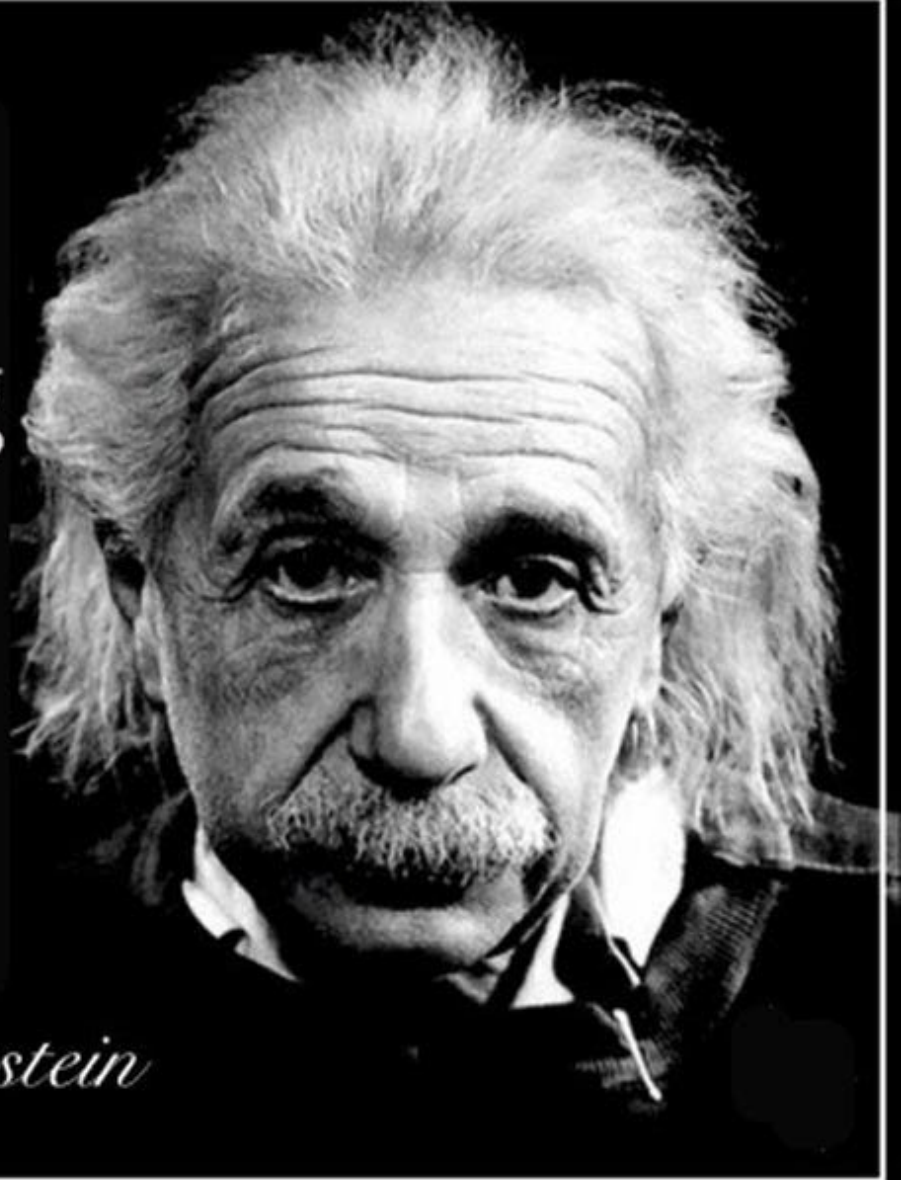
# What Actions to Choose?



- Let it pass
- Connection
- Values Driven
  - What are your **most important values** as a person?
  - What **action could you take that reconnects you to those values?**
  - Do it **mindfully**
  - **Observe/reflect** on what happens
  - Rinse/repeat

Insanity:  
doing the same thing  
over and over again  
and expecting  
different results.

*- Albert Einstein*

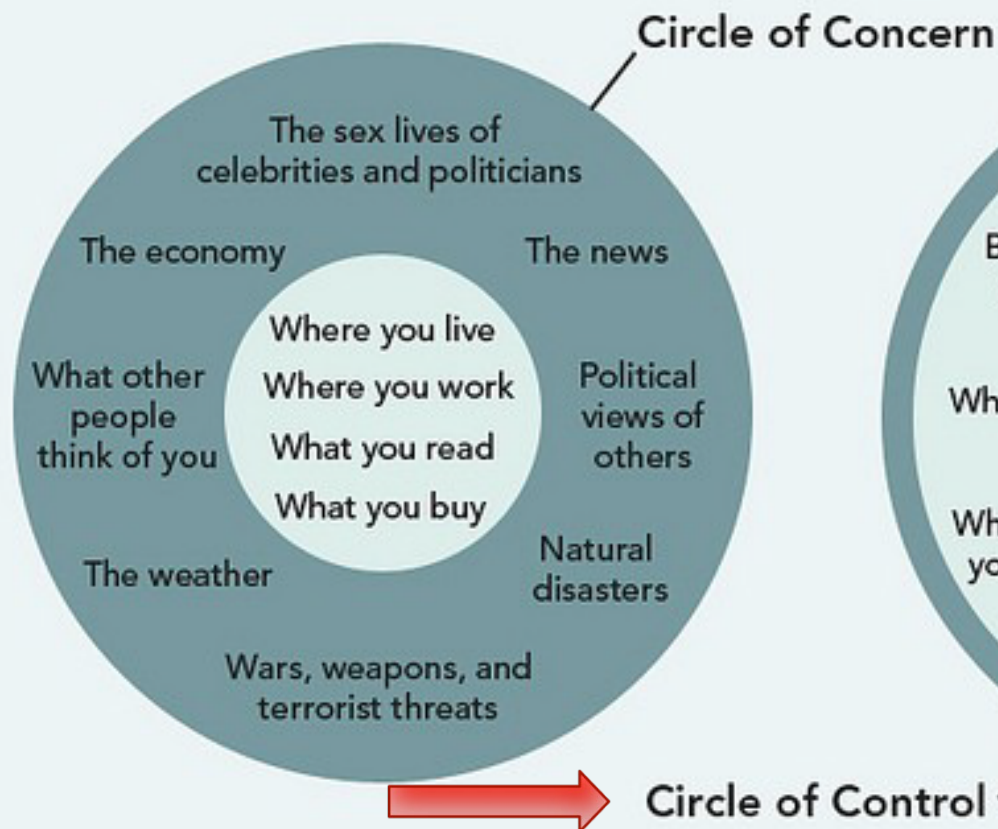




# Circle of Concern vs. Circle of Control

## How Reactive People Act

*Large Circle of Concern and a small Circle of Control. A lot of time and energy is wasted reacting to issues that they can't control.*



## How Proactive People Act

*Small Circle of Concern and a large Circle of Control. A lot of time and energy is focused on issues that are within their control.*



# As You Go Through This . . .



- Be honest with yourself, but don't judge!
- **Don't defend** what you've been doing—look for what you haven't been doing or could do differently.
- Think, “**Where could I put in more effort**”?
- Think “**What else might I need to learn about my process**?”
- Think “**What could I experiment with to see if I get different results**?”

# Key to Success

## Clarity

- Self
- Companies
- Work
- Process goals

## Intensity

- Enough work
- High priority/  
high pay-off  
activities

## Self-Efficacy

- I can  
accomplish  
this

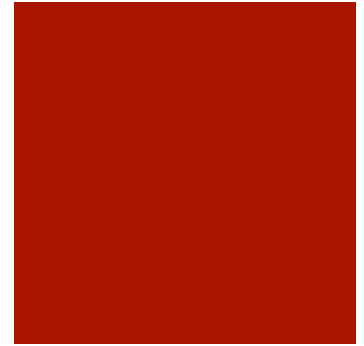
## Tracking

- Activities
- Outcomes
- What's  
working and  
how can I do  
more of this?

# Are You . .

- Targeting the right companies & the right work for your skills and experience?
- Applying for enough jobs?
- Customizing your pitch to each company, using their keywords?
- Working on getting referrals/ personal connections into key companies?
- Communicating that you're up-to-date & relevant?
- Using social media effectively?
- Connecting with NEW people on a regular basis and building relationships (not transactions!)?
- Attending virtual events & participating in activities where you might meet your target employers?
- Engaging in activities that communicate your value & continuously build your skills?

# Review These Webinars



- Keys to Job Search Success: <https://vimeo.com/227133710>
- Job Search Goals, Plans & Organizing Strategies: <https://vimeo.com/175390172>
- Networking for People Who Hate Networking: <https://vimeo.com/182588364>
- Using PARs/CARS to Sell Your Accomplishments: <https://vimeo.com/199844735>
- Making Better Connections with a Networking Brief: <https://vimeo.com/205936250>
- Customizing Resumes & Cover Letters: <https://vimeo.com/170635413>

# Are You. .



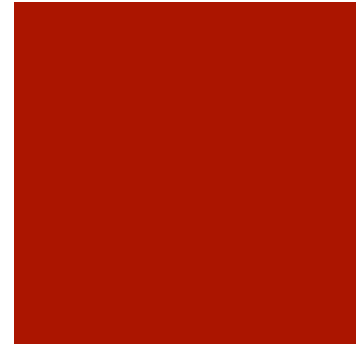
- Treating the screener like a customer?
- LISTENING (not dominating the conversation)?
- Communicating energy/enthusiasm?
- Communicating you have the aptitude and personality for the job?
- Answering questions as accurately & positively as possible?
- Delivering the keywords tied to the job posting?
- Showing that you'd be a "cultural fit" for the company?
- Conveying respect for the screener's role & background (especially if they are younger)?
- Conducting thorough research so you can talk knowledgeably and sell your value?
- Selling your value, based on company/department needs?
- Practicing your answers beforehand, especially to "problem" questions?
- Projecting an up-to-date appearance and cultural fit?
- Projecting energy, enthusiasm and optimism?
- Proactively addressing potential objections?
- Demonstrating an ability and desire to learn new things?
- Asking good questions?

# Review These Webinars



- From Interview to Offer:  
<https://vimeo.com/236958303>
- Acing the Interview:  
<https://vimeo.com/216537782>
- Interviewing with Younger Hiring Managers:  
<https://vimeo.com/160870197>

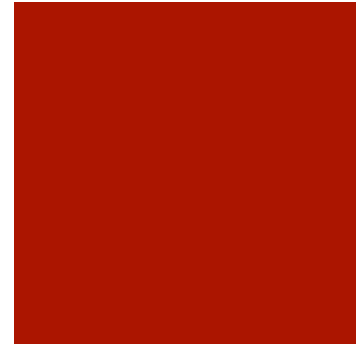
# Get Clear About. . .



- Your key **qualifications, experiences, interests**—what value can you bring to which companies and how?
- What do you **LOVE** doing and when are you at your best? What are you **better at** than other people?
- **Values**—What is important to you and why?
- Job **Titles** and **Tasks**
- **Geographic** location
- Industries and occupations
- Work **Environment**
- **Target companies**/organizations



# Set Goals



- Try “**identity-based goals**”
- Focus on **process**
  - Apply for 5 jobs this week
  - Meet 3 new people this week
  - Attend 4 networking/social events this month
- Set **weekly** (i.e., target and research companies) AND **daily** (i.e., set your schedule the night before) goals
- Decide the type of person you want to be.
- Prove it to yourself with small wins.
- Resource: <https://guides.co/g/transform-your-habits/8380>

# What You Focus On, Grows



## **Don't Focus Here**

- What's wrong?
- I'm not the right age.
- I don't have enough experience.
- I've been out of work too long.
- No one wants me.
- Why isn't this working?
- There are too many barriers.

## **Focus Here**

- What is working/has worked in the past?
- What do I want MORE of and how can I create that?
- What is my positive core that I can build on?
- What can I learn from what happened?
- Who could I emulate?
- How could I act "as if"?

# Spend Your Time 20/20/60



**!20%**=Finding job openings and applying for them

**!20%**=Making your resume and LinkedIn profile easy to find and communicating value

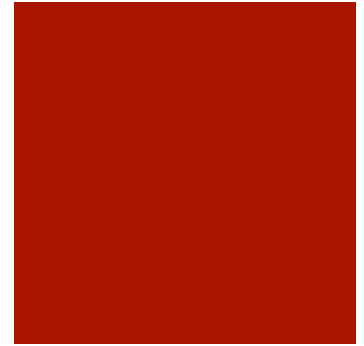
**!60%**=Developing new connections, building relationships, doing “mini-projects” that demonstrate value/experience.

# Tracking



- **Activities & Time Spent on Them**—be honest with yourself!
  - TimeCamp: <https://www.timecamp.com/en/time-tracking/>
  - My Hours: <https://myhours.com/#home>
- **Contacts & Companies**
- **Applications, Interviews**
- **Time to move through each phase** of the process
- **Rejections**—point in process, what happened?
- **Tools**
  - Startwire — [www.startwire.com](http://www.startwire.com)

# Why It's Important to Target Job Search: 3 Types of Plans



- **Haphazard**—using trial and error with few or no specific goals or plans.
- **Focused**—concentrating on a small number of carefully screened employers.
- **Exploratory**—actively examining and exploring several options related to goals.

**FOCUSED & EXPLORATORY** give the best outcomes!

# So Why Targeted Job Search?



- Focus your efforts and time
- Helps reduce “overwhelm”
- Feel more in control
- Work more strategically
- Become more convincing and polished in your interactions
- Networking becomes more effective—people can see how to help
- Can show fit and value to organizations more easily

# Multiple Plans=Increased Options

## Plan A

- Ideal

## Plan B

- Another option that gets me something

## Plan C

- Contract/project work
- PT job



Job Search Plan A	
Name:	Date:
<b>Target Job Titles/Professional Objective:</b> What kinds of work are you seeking? If you're targeting specific job titles, list them below.	
<b>Skills/Competencies:</b> What skills and competencies do you have that qualify you for your target jobs?	
<b>Preferred Functions:</b> What aspects of the work do you prefer doing?	
<b>Education &amp; Credentials:</b> What education and credentials do you have that qualify you for your target jobs? Include specific certifications that you have obtained.	



<p><b>Target Market:</b> Your target market criteria define the types of organizations that you plan to pursue. These include the following four elements:</p>	
<p><b>Geography:</b> List the top <b>5-10 geographical preferences</b>, in priority order. These can be specific cities, counties, etc.</p>	
<p><b>Industry:</b> List your top <b>5 industry preferences</b>, in order of preference.</p>	
<p><b>Size of Organization:</b> Describe the type of organization that you would be happiest working for, such as a large multi-national corporation or a startup with 20 employees. List in order of preference if you're open to multiple options.</p>	
<p><b>Culture:</b> Describe the type of work culture you are seeking.</p>	
<p><b>Target Salary Range</b>---Use a tool like <a href="#">Payscale</a> to check that your range is appropriate.</p>	
<p><b>Target List:</b> Develop an initial target list of up to 50 organizations that meet your criteria above. You may want to divide by industry, size, etc.</p>	<p><b>Contact List:</b> Names of contacts that can help you get into this company/organization. If you don't have any contacts, this should be a focus for your relationship-building.</p>



Job Search Plan B	
Name: Michele Martin	Date:
<b>Target Job Titles/Professional Objective:</b> What kinds of work are you seeking? If you're targeting specific job titles, list them below.	
Public Workforce Development Manager/Director	
<b>Skills/Competencies:</b> What skills and competencies do you have that qualify you for your target jobs?	
Workforce Development Program Development/Design Youth Development Career Development Training & Development Coaching Project Management	
<b>Preferred Functions:</b> What aspects of the work do you prefer doing?	
Strategic and Program Planning, Staff Coaching and Development, Partner Relationship-building,	
<b>Education &amp; Credentials:</b> What education and credentials do you have that qualify you for your target jobs? Include specific certifications that you have obtained.	
BA, Certified Career Development Facilitator Instructor	



**Target Market:** Your target market criteria define the types of organizations that you plan to pursue. These include the following four elements:

**Geography:** List the top **5-10 geographical preferences**, in priority order. These can be specific cities, counties, etc.

1. Philadelphia
2. Bucks/Montgomery
3. Camden
4. Mercer
5. Lehigh Valley

**Industry:** List your top **5 industry preferences**, in order of preference.  
Non profit; public workforce system (local, state, federal)

**Size of Organization:** Describe the type of organization that you would be happiest working for, such as a large multi-national corporation or a startup with 20 employees. List in order of preference if you're open to multiple options.  
Mid-size--small can be too unstable

**Culture:** Describe the type of work culture you are seeking.  
Collaborative; forward-thinking; focus on people, not paperwork

**Target Salary Range---**Use a tool like [Payscale](#) to check that your range is appropriate.

**\$60k+**

## Job Search Plan C

Name: Michele Martin

Date:

**Target Job Titles/Professional Objective:** What kinds of work are you seeking? If you're targeting specific job titles, list them below.

Consulting/Contract Work--Training and/or Program Development

**Skills/Competencies:** What skills and competencies do you have that qualify you for your target jobs?

Curriculum Design  
Facilitation  
Workforce Development  
Career Development  
Coaching  
Leadership Development  
Entrepreneurship  
E-Learning

**Preferred Functions:** What aspects of the work do you prefer doing?

**Education & Credentials:** What education and credentials do you have that qualify you for your target jobs? Include specific certifications that you have obtained.

BA, Certified Career Development Facilitator Instructor, Certificate in Learning Design from PSU



<p><b>Target Market:</b> Your target market criteria define the types of organizations that you plan to pursue. These include the following four elements:</p>	
<p><b>Geography:</b> List the top <b>5-10 geographical preferences</b>, in priority order. These can be specific cities, counties, etc.</p> <ol style="list-style-type: none"> <li>1. Philadelphia</li> <li>2. Bucks/Montgomery</li> <li>3. Mercer County</li> <li>4. Camden County</li> <li>5. Lehigh Valley</li> <li>6. Willing to travel for right training opportunity</li> </ol>	
<p><b>Industry:</b> List your top <b>5 industry preferences</b>, in order of preference. Nonprofit, Public Workforce System, Small Business</p>	
<p><b>Size of Organization:</b> Describe the type of organization that you would be happiest working for, such as a large multi-national corporation or a startup with 20 employees. List in order of preference if you're open to multiple options. Minimal requirements for contracting, so probably small/medium</p>	
<p><b>Culture:</b> Describe the type of work culture you are seeking. Collaborative, forward-thinking, progressive, minimal bureaucracy, not rigid--open to considering alternative ideas</p>	
<p><b>Target Salary Range</b>---Use a tool like <a href="#">Payscale</a> to</p>	<p><b>\$50/hour</b></p>

# Action Steps



- Develop **Plans A, B, and C**
- Develop **marketing plans for each**
- Focus time on **each plan every week**
- Create **sub-goals**
- Pursue **diverse strategies to achieve your sub-goals**
- Monitor **progress** and seek **feedback**
- **Revise goals, sub-goals, strategies, and plans** as needed
- View **WOOP My Job Search Goals**  
<https://vimeo.com/323258155>

# In Summary: Let Your Search Keep Teaching You And Plan in 2-Week Sprints



- **Reflect on previous two weeks**
  - What did I accomplish?
  - What do I still need to work on?
  - What did I learn?
  - Start/Stop/Continue
- What are my **goals, strategies and tactics for the next two weeks?**
- What **tasks** do I need to engage in, and what **resources** do I need?
- Schedule tasks, including **daily check-in**, to review:
  - What **happened** and what did I **learn**?
  - How does this **impact my search**? This includes targets, branding/marketing and connections.
  - What's my **emotional situation? Impact?** How will I work with this?
  - Where will I **focus tomorrow** and what do I need to **tweak for tomorrow**?

# Keep Track



- Logs & Journals
- Activities✎Results
- Effort✎Results
- Emotions✎Feelings✎Mood
- Stop/Start/Continue
  - What is not working that I need to stop?
  - What do I need to start doing?
  - What is working that I should do more of? What could work better if I increased effort or developed my skills?



# Final Thoughts



- **ACT!** Schedule time right now to work through your issues with yourself, and pay attention to physical, mental and emotional aspects of your search.
- **REFLECT!** Then reflect on what you learned and how it can impact your search.
- **ACT!** Build act✍reflect into process. Make it a habit, not something to do in crisis. Monitor and tweak how you're spending your time.
- **Treat EVERYTHING as a learning experience**—what is it telling you about what you do/don't want, what you could do, etc.

## Final Question

- From everything we discussed, what ONE specific concrete action you will DO with the information?

# Use these GRWDB Resources

- Text onestop to 908-460-8144 to get alerts on information and updates from our mobile-friendly site. Text alerts are sent out every Monday, with reminders sent out throughout the week on new initiatives.
- Visit [www.thegrwdb.org](http://www.thegrwdb.org) and click on the Resources tab for links to separate pages for Employers and Job Seekers. Click on the Events tab to view our constantly updated Calendar, and to sign up for our quarterly newsletter through the Stay Informed button.
- For unlimited, [180-day access to SkillUp](http://www.thegrwdb.org) Greater Raritan, go to the Resources tab of [www.thegrwdb.org](http://www.thegrwdb.org), or go to <http://thegrwdb.metrixlearning.com/>.
- Email [info@thegrwdb.org](mailto:info@thegrwdb.org) or call 908-541-5790.

