

# DEVELOPING A JOB SEARCH PLAN





# LEARNING OUTCOMES

- Understand factors to consider when developing a job search plan
- Learn the steps of a Job Search Plan
- Identify available resources needed for a Job Search



# FACTORS TO CONSIDER

- What is the average length of typical job search?
- What is the most effective job search strategy?
- What is the difference between a job and a career?
- What is the distinction between preparation and implementation?
- What is the difference between strategies/methods and resources?
- What does taking ownership for the process mean to you?



# DEVELOPING A JOB SEARCH PLAN

- Interactive Tip sheet available on Career Center website - use online for instant access to online resources
- An *effective* job search plan consists of completing all steps



## **STEP 1: KNOW YOURSELF AND WHAT YOU HAVE TO OFFER**

- Identify qualifications you possess: academic, work, extracurricular, skills, qualities
- Identify interests (tasks) and values (conditions) you seek
- Utilize the resources/tip sheets on the Career Center website:  
<http://www.sc.edu/career/knowyourself.html>
- Recognize the importance of this step



## **STEP 2: DEFINE DESIRED JOB TASKS AND EMPLOYER TARGETS**

- Identify geographic targets
- Identify types of positions (sales, research, event planning, writing, instructing, management, counseling, etc.)
- Identify potential sectors and industries (non-profit, government, education, media, insurance, healthcare, finance, etc.)
- Generate an initial list of employers
- Use the Career Center tip sheets as a guide:  
<http://www.sc.edu/career/defineta.html>



## **STEP 2 *(CONTINUED)*: EXPAND & EVALUATE YOUR LIST OF EMPLOYERS**

- Further develop your list using the internet
- Consider job shadowing or information interviews
- Prioritize employers on your list



## **STEP 3: LEARN MORE ABOUT POTENTIAL JOBS/EMPLOYERS**

- Conduct detailed employer research of those on your list - focus on employer culture, values, issues, etc.
- Eliminate those that do not match your parameters
- Organize information for later use in cover letters and potential interviews
- Use Career Center resources as a guide:  
<http://www.sc.edu/career/learnmore.html>





## **STEP 4: CREATE RESUME & LETTERS PREPARE FOR INTERVIEWS**

- Use Career Center resources to create an initial draft of a resume and get your resume critiqued:  
<http://www.sc.edu/career/learnmore.html>
- Choose references wisely
- Learn about professional business dress and etiquette
- Use Career Center resources to prepare for interviews and consider a mock interview



## **STEP 5: INITIATE YOUR SEARCH**

- Begin “implementation” stage
- Identify methods/strategies – this will vary widely depending on goals
  - Career Center staff can assist you with both strategy and resource identification



## **STEP 5: INITIATE YOUR SEARCH**

- Develop a network and conduct information interviews
  - Generate a list of companies you would be interested in learning more about
  - Generate a list of the types of positions you think you would enjoy
  - Brainstorm, categorize, and then prioritize the names of people you think can put you in touch with someone in those companies or positions
- Make contact!!!!



## **STEP 5: INITIATE YOUR SEARCH**

WHO DO YOU WANT TO INCLUDE IN YOUR NETWORK?

- List 100 People you know:
  - Professional colleagues
  - Classmates
  - Ex-employers
  - Ex-co-workers
  - Doctors
  - Dentists
  - Clergymen
  - Salesmen, customers
  - Pharmacists
  - Barber s
  - Bankers
  - PTA members
  - Bartenders
  - Policemen
  - Insurance agents
  - Hairdressers
  - Faculty
  - Secretaries
  - Relatives and neighbors
  - Postmen
  - Fraternity-sorority members
  - Small business owner s
  - Interviewers in a company where you were refused a job



# STEP 5: INITIATE YOUR SEARCH

## PERSONAL NETWORK WORKSHEET

**DIRECTIONS:** Take 5 minutes write down at least 5 people in your personal network.

1. Write Specific Names...

2.

3.

4.

5.



## **STEP 6: FOLLOW UP**

- Draft sample letters: follow-up, thank you, acceptance, denial
- Always send thank you letters within 24 hours
- Respond to requests for information promptly
- Make follow-up phone calls
- Create a system to track all contacts – networking contacts as well as specific employers/jobs (i.e. database, spreadsheet, binder, rolodex, etc.)



## **STEP 7: STAY FOCUSED & MONITOR YOUR PROGRESS**

- Adapt your plan as needed
- Schedule time for job search activities-commit
- Set quantifiable, weekly goals
  - # of resumes to send
  - # of networking calls/ information interviews to conduct
  - # of follow-up calls to make
- Take notes and organize info from all contacts
- Stay positive...understand the process!!!



## **STEP 8: EVALUATE & NEGOTIATE OFFERS**

- Know what is important to you (salary & benefits and nature of the job)
- Review salary data
- Review salary negotiation advice and draft a script





# ADDITIONAL TIPS

- What six items make all the difference?
  - Time commitment
  - Preparation
  - Resourcefulness
  - Diversification
  - Follow up
  - Attitude



**ANY QUESTIONS?**



*Thanks for  
your attention.*