

# **Employment Success Strategies**

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## **Organize Your Job Search**

**&**

## **Market Your Assets**

## PRINT AND WEB RESOURCES

### Occupational and Labor Market Information:

- **Occupational Outlook Handbook** – Available in the PA CareerLink Delaware County Career Resource Center. An on-line version is available at [www.bls.gov/oco](http://www.bls.gov/oco)
- **ONET** – Career Exploration and job analysis available online at <http://online.onetcenter.org>
- **Career One Stop** – Occupational and Labor market information plus lots of additional information that is useful for job seekers online at [www.careeronestop.org](http://www.careeronestop.org)
- **Salary.com** – Put in the job title and zip code to get up-to-date, localized salary ranges for many occupations at [www.salary.com](http://www.salary.com)

### Industry Information:

- **Pennsylvania Center for Workforce Information and Analysis** – Detailed labor market information for the State of Pennsylvania at [www.paworkstats.state.pa.us](http://www.paworkstats.state.pa.us)
- **National Trade and Professional Associations of the United States** – Available in the PA CareerLink Delaware County Career Resource Center. Listings of associations with contact information.
- **Occupational Outlook Quarterly** – Quarterly publication with statistics and profiles of various industries. Available in your public library or online at <http://www.bls.gov/opub/oog/home.htm>

### Company /Organization Information:

- **Philadelphia Business Journal Book of Lists** – Local companies listed by industry. Available in the PA CareerLink Delaware County Career Resource Center.
- **The Greater Philadelphia Job Bank** - Descriptions of local companies by industry. Available in the PA CareerLink Delaware County Career Resource Center.
- **Dalton Philadelphia Metro Business Directory** – Directory of companies by industry and region, including Philadelphia (urban and suburban), South Jersey and Delaware. Available in the PA CareerLink Delaware County Career Resource Center.
- **Reference USA Database** – Nationwide database of employers available for free through the public library website (see handout).
- [www.wetfeet.com](http://www.wetfeet.com), [www.vault.com](http://www.vault.com), [www.hoovers.com](http://www.hoovers.com) - Short company overviews available for free. Detailed information for specific companies and industries available for a fee.

# **ReferenceUSA Database**

## **What is ReferenceUSA?**

ReferenceUSA is an Internet-based reference service from the Library Division of *infoUSA*. The site was designed for use as a reference tool in libraries and is continually enhanced based upon suggestions from librarians and library patrons. The ReferenceUSA database contains, in module format, detailed information on more than 14 million U.S. businesses

## **What can I use it for?**

You can use the ReferenceUSA database to look up addresses, phone numbers and contact names for local businesses. You can also conduct advanced searches to create lists of employers by county or zip code, size, sales volume and industry. For example, you could create a list of every health care employer in Delaware County of a specific size that would include company name, address, phone number and contact name(s).

## **How can I use it?**

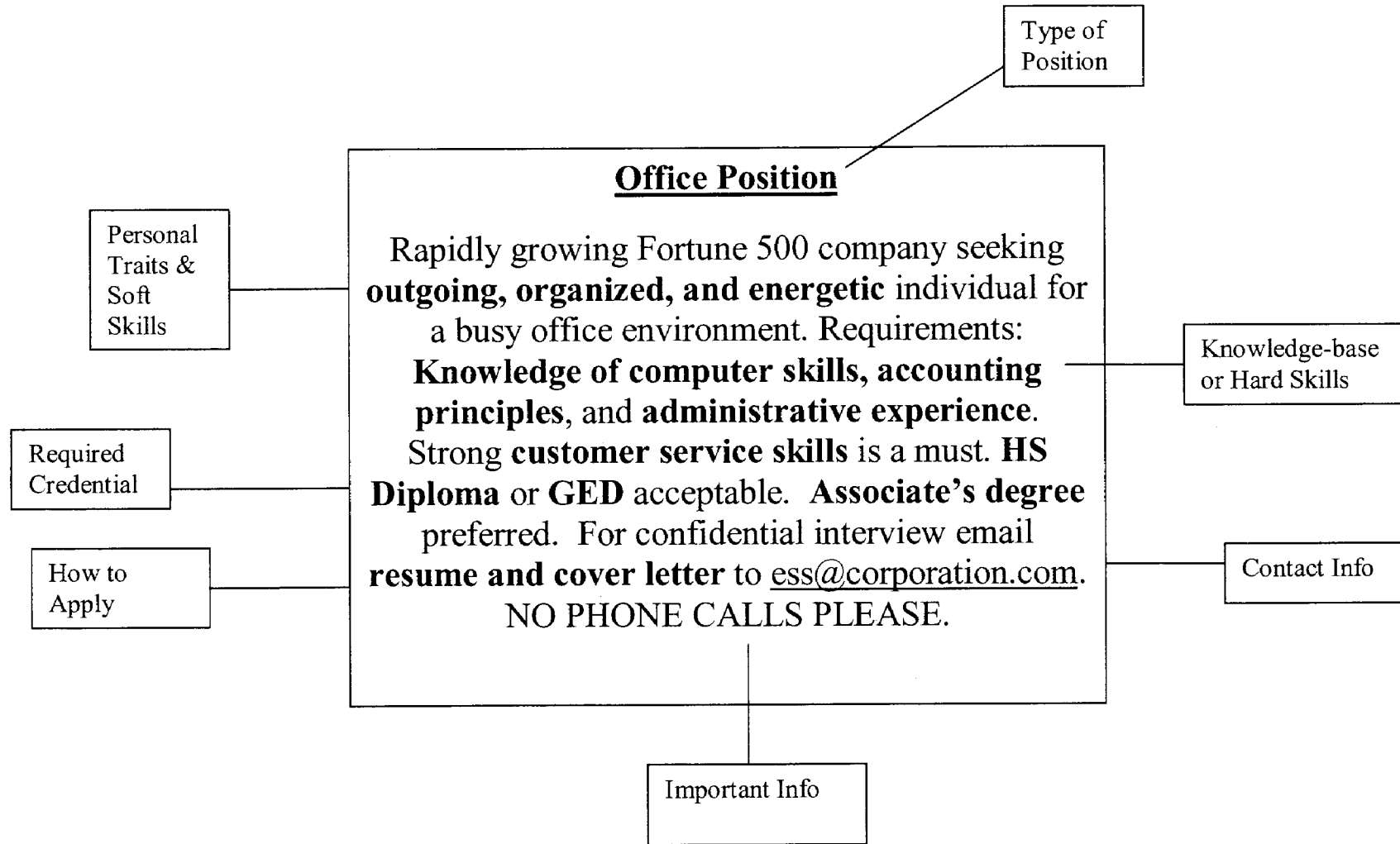
You must be a member of a Delaware county library in order to use it. If you do not live in Delaware County, check with your local library to see if they have Reference USA.

- Go to the website: [www.delcolibraries.org](http://www.delcolibraries.org)
- From the menu on the left-hand side, select Databases / Power+
- Select ReferenceUSA Business Directory from the menu
- Enter your library card number to gain access
- Select "U.S. Businesses" or "International Businesses"
- Follow the directions for doing either a simple or advanced search

## **Suggestion: Identify employers in a specific industry or industries in a specific geographical area.**

- Select the "Custom Search" tab
- Select "Business Type" from the menu on the left-hand side
- Check the box for "Keyword / SIC / NAICS"
- Enter a keyword or two that best describe the type of businesses that you are looking for
- Then select "Geography" and check the boxes for state and county or for metro area
- Click on "View Results"
- Select the records that you want to view in more detail
- Click on "Details" to view detailed records, and print the ones that you wish to pursue

# Anatomy of a Job Posting



# *Pennsylvania* **CareerLink**

DELAWARE COUNTY

## Job Search Sites

<u>NAME</u>	<u>WEBSITE ADDRESS</u>
Pennsylvania CareerLink	<a href="http://www.cwds.state.pa.us">http://www.cwds.state.pa.us</a>
Pennsylvania Civil Service Commission	<a href="http://www.scsc.state.pa.us">http://www.scsc.state.pa.us</a>
Commonwealth of Pennsylvania Homepage	<a href="http://www.state.pa.us">http://www.state.pa.us</a>
Accountants	<a href="http://www.financialjobs.com">http://www.financialjobs.com</a>
Careerbuilder	<a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a>
Career Magazine	<a href="http://www.careermag.com">http://www.careermag.com</a>
Career Web	<a href="http://www.cweb.com">http://www.cweb.com</a>
Doctors	<a href="http://www.healthsearchusa.com">http://www.healthsearchusa.com</a>
Engineers	<a href="http://www.engineerjobs.com">http://www.engineerjobs.com</a>
Federal Government Jobs	<a href="http://www.usajobs.gov">http://www.usajobs.gov</a>
Federal World	<a href="http://www.fedworld.org">http://www.fedworld.org</a>
Food Service and Hospitality	<a href="http://www.hcareers.com">http://www.hcareers.com</a>
Get A Job	<a href="http://www.getajob.com">http://www.getajob.com</a>
Greater Philadelphia Hotel Association	<a href="http://www.philadelphiahotelassoc.org">http://www.philadelphiahotelassoc.org</a>
Greater Philadelphia Cultural Alliance	<a href="http://www.philaculture.org/jobbank">http://www.philaculture.org/jobbank</a>
Healthcare	<a href="http://www.healthcaresource.com">http://www.healthcaresource.com</a>
Help Wanted	<a href="http://www.helpwanted.com">http://www.helpwanted.com</a>
Higher Education	<a href="http://www.higheredjobs.com">http://www.higheredjobs.com</a>
Indeed	<a href="http://www.indeed.com">http://www.indeed.com</a>
Information Technology	<a href="http://www.dice.com">http://www.dice.com</a>
	<a href="http://www.jobcircle.com">http://www.jobcircle.com</a>
Job Bank USA	<a href="http://www.jobbankusa.com/">http://www.jobbankusa.com/</a>
Job Information Center	<a href="http://www.jobweb.org">http://www.jobweb.org</a>
Jobs in Pennsylvania	<a href="http://www.jobsinpa.com">http://www.jobsinpa.com</a>
Journalism Jobs	<a href="http://www.journalismjobs.com">http://www.journalismjobs.com</a>
Law Jobs	<a href="http://www.lawjobs.com">http://www.lawjobs.com</a>
Medical Jobs	<a href="http://www.medhunters.com">http://www.medhunters.com</a>
Monster	<a href="http://www.monster.com">http://www.monster.com</a>
Nonprofit Jobs	<a href="http://www.nonprofitjobscoop.org">http://www.nonprofitjobscoop.org</a>
Nonprofit and Volunteer Opportunities	<a href="http://www.opportunityknocks.org">http://www.opportunityknocks.org</a>
Part-Time Jobs	<a href="http://www.snagajob.com">http://www.snagajob.com</a>
Simply Hired	<a href="http://www.simplyhired.com">http://www.simplyhired.com</a>
Small Business Advice	<a href="http://www.score.org">http://www.score.org</a>

*Auxiliary aids and services are available upon request to individuals with disabilities.  
Equal Opportunity Employer/Program*

06/25/2010

# JOB/CAREER FAIRS

Job/Career Fairs are a great opportunity to meet with several employers and get first hand information about the company. Keep in mind that job/career fairs should be just one small part of your entire job search process; however, they can be a successful part!

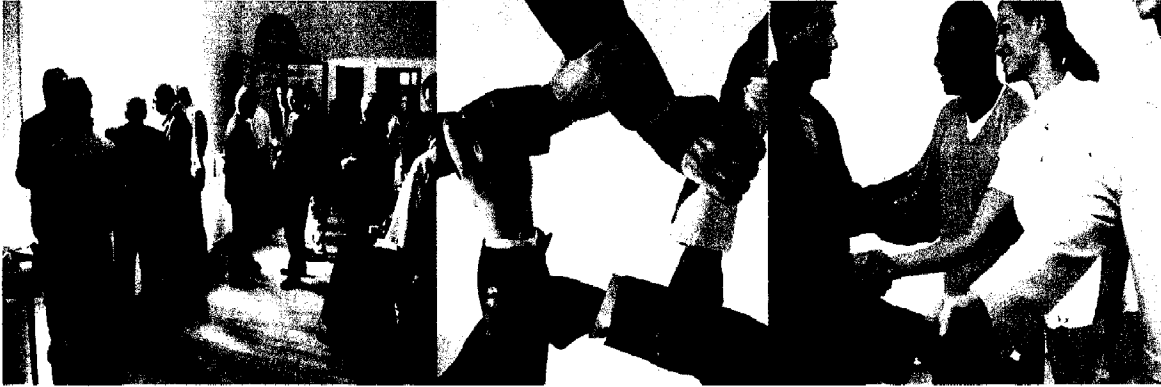
## • DO'S

- ATTEMPT TO GET A LIST OF EMPLOYER'S BEFORE THE EVENT
- RESEARCH THE COMPANIES
- BRING ENOUGH COPIES OF YOUR RESUME TO THE EVENT
- BRING A PEN/PENCIL AND A PAD OF PAPER FOR NOTE TAKING
- DRESS PROFESSIONALLY
- HAVE A FEW QUESTIONS PREPARED FOR EACH RECRUITER
- KNOW WHAT YOU ARE THERE FOR AND GET IT: BE ACTIVE, NOT PASSIVE
- COLLECT BUSINESS CARDS FROM EVERYONE YOU TALK WITH FOR FOLLOW-UP

## • DON'TS

- USE FILLER WORDS SUCH AS "UM", "LIKE", "YOU KNOW."
- JUST DROP OFF A RESUME ON THE RECRUITER'S TABLE AND WALK OFF
- EVER WALK UP TO A BOOTH AND INTERRUPT A CURRENT CONVERSATION
- EVER SAY ANYTHING NEGATIVE TO THE RECRUITER
- FORGET TO ELIMINATE BAD HABITS SUCH AS PLAYING WITH YOUR HAIR, FIDGETING, ACTING DISTRACTED, RUBBING YOUR NOSE ETC.

# Networking Resources



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## Online Networking Sites

[www.linkedin.com](http://www.linkedin.com)  
[www.meetup.com](http://www.meetup.com)  
[www.vault.com](http://www.vault.com)  
[www.ecademy.com](http://www.ecademy.com)  
[www.ryze.com](http://www.ryze.com)  
[www.xing.com](http://www.xing.com)  
[www.brightfuse.com](http://www.brightfuse.com)

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## Philadelphia-Based Networking Organizations

Young Professionals Network (YPN)-[www.ypnphilly.com](http://www.ypnphilly.com)

Greater Philadelphia Professional Network (GPPN)-[www.gppn.org](http://www.gppn.org)

Professional Referral Exchange (PRE)-[www.phillypre.com](http://www.phillypre.com)

Joseph People's Ltd.-[www.josephspeople.org](http://www.josephspeople.org)

Latino Professional Network-[www.lpnetwork.net](http://www.lpnetwork.net)

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## For Discounted Business Cards

Vista Print, LLC  
[www.vistaprint.com](http://www.vistaprint.com)

PA CareerLink of Delaware County is not affiliated with any companies, web sites, or agencies listed on this sheet.

## The Networking/Informational Interview

- Networking is connecting and building relationships with other people for advice, resources, employment referrals and information.
- At least 75% of people find employment through someone they know.
- Informational interviewing is the method that is used when networking to:
  - Help you get information on a particular occupation or career opportunity
  - Assist you in determining if you would like to work for a particular company or organization
  - Identify job openings before they are advertised (hidden job market)
- This is an opportunity to have a conversation with a professional without pressure; **you are not asking for employment**. You are asking for information, advice and referrals.

### Preparation for the Informational Interview

Advanced preparation is the key to successful informational interviewing.

Here's how to prepare for a networking/informational interview:

1. Identify your career goals. What are your interests and skills? What types of work are you interested in doing?
2. Research companies where you might like to work; use the company website or other sources to obtain information on organizations. What are the products and/or services offered?
3. Make a list of neighbors, friends, family members, and alumni associations to contact. Ask your contact if he/she knows someone who works for that company, and what is the best way to contact them for an informational interview.
4. Compose a list of questions to ask during the interview that reflect your exploration needs – occupational exploration, company information.
5. Set up the interview by telephone or email. Try to meet with the individual in person if at all possible.
6. Ask for a 15-20 minute interview at a time that is convenient for your contact.
7. After the interview, send a thank you note by USPS or email.
8. Keep in touch with your networking contacts periodically for life.

### Informational Interview Script

Here are examples of how to arrange an informational interview:

#### Occupational Exploration

"Hello Mr. Carson. My friend, Sally Little suggested that I contact you. I am exploring career opportunities in the medical field, and I was hoping that I could meet with you to discuss your occupation. I would only need 20 minutes at a time that is convenient for you. Many occupations in the medical field require additional education or training, and I think that our conversation would clarify some decisions I'm making."

Or

#### Employer/Company Exploration

"Hello Mr. Carson. My friend Sally Little suggested that I contact you. I have been researching the XYZ Company, and I understand that you have worked there for over 10 years. I am hoping that we could meet to discuss what you do for the company and to clarify a few questions that I have. I would only need 20 minutes at a time that is convenient for you, and I'd like to emphasize that I don't expect you to have or even know of a job vacancy."



## Informational Interview Topics

Here is an outline containing suggested topics that will help you to structure your informational interview:

- **Introduction** – Good morning Mr. Taylor, it's a pleasure to meet you. I really appreciate your taking the time to meet with me and answer some questions that are important to my future.
- **Purpose and Expectations** – I am exploring different career and employment options, and the type of work that you do interests me. Let me emphasize again that I do not expect you to have or know of employment vacancies.
- **Job Requirements, Relationships and the Work Environment**
  - Could you describe your typical day at work?
  - What skills and abilities are required?
  - What kinds of relationships are expected in performing the job?
  - What do you find most enjoyable?
  - What parts of your job do you find the most challenging?
  - How do most people enter this profession?
  - What education would you recommend for someone who wants to advance in this career?
- **Occupational Outlook and Application Advice**
  - Are job prospects good, stable or very competitive?
  - What local organizations employ people in this occupation?
  - What are the best ways to apply for positions in this occupation?
  - Are there opportunities for advancement?
  - What would be a reasonable salary to expect if I entered this field?
- **Resume Evaluation**
  - Is this resume appropriate for the jobs I've outlined?
  - How do you think an employer would respond to this resume?
  - Do you have any suggestions on how I might strengthen it?
- **Occupational Opportunities for You**
  - How would someone with my background get started in this occupation?
  - What are the types of positions for which I could qualify?
- **Express Your Gratitude**
  - I appreciate your time, and the information you have given me has been most helpful. I have two final requests: Whom else would you recommend that I speak with? When I call, may I use your name?
  - Finally, I would appreciate it if you could keep my resume for reference in case you hear of a vacancy appropriate for someone with my background and experience. Thanks, again.

## NETWORKING CONTACTS LIST

Networking contacts are people that you know who can help you to obtain occupational information or job referrals. Here are a few people that can help you to get started:

- Friends
- Family members
- Former boss and/or coworkers
- Members of your community
- Business associates
- Your neighbors

NAME	COMPANY	PHONE NUMBER	EMAIL ADDRESS	THANK YOU NOTE SENT	FOLLOW-UP RESULTS

# NETWORKING/INFORMATIONAL INTERVIEW ACTIVITY

Compose a list of questions that you might ask during an informational interview. Tailor the questions to fit you interviewing goals: career change, company or industry information.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

## 40 Questions You Should Ask in Referral/Networking Interviews

Most job hunters, realizing that networking is critical to their search, work hard to arrange face-to-face meetings with contacts. But setting up appointments with all the friends, professional acquaintance, and corporate VIPs you can is just the first step. More important is knowing what to say once you arrive. Since wasting contacts' time is a no-no, you should prepare an agenda before each meeting. Decide what you'd like to find out from your contact, then prepare questions to elicit that information.

To simplify the query-writing process, review the following list of questions. Pick those that are most appropriate, then tailor them to fit your personal situation and speaking style. Formulate some of your own as well, but don't try to squeeze in too many questions. It's better to leave contacts wanting to continue talking with you than to wear out your welcome.

### What Work is Like

1. Could you describe one of your typical workdays for me?
2. What Skills are required in your position on a day-to day basis?
3. What parts of your job so you find most challenging?
4. Why do you find most enjoyable?
5. What are the negative aspects of your job?
6. How many hours do you work in a typical week?
7. Which seasons of the year are toughest in your job?
8. How would you describe the corporate culture?

### State of the Industry

9. Is this field growing enough that there's room for someone like me?
10. Are too many or too few people entering this profession?
11. What developments on the horizon could affect future opportunities?
12. This industry has changed dramatically in the past five years. What have you seen from inside your company? Where do you think the changes will happen in the next five years?
13. How frequently do layoffs occur? How does it affect the morale of employees?
14. Why do people leave this field or company?
15. Who are the most important people in the industry today?
16. Which companies have the best track record for promoting women and minorities?
17. Are there opportunities for self-employment in the field? Where?

### Money and Advancement

18. What would be a reasonable salary range to expect if I entered this field? What is the long-term potential?
19. What is the advancement potential in the field? What is the typical path?
20. How did you get your job?
21. If you could start all over again, would you change your career path in any way? Why?
22. How long does it take for managers to rise to the top?
23. What is the background of most senior-level executives?

### **Skills and Experience**

24. What educational preparation would you recommend for someone who wants to advance in this field?
25. What qualifications do you seek in a new hire?
26. How do most people enter this profession?
27. Which of my skills are strong compared to other job hunters in this field?
28. What do you think of the experience I've had so far? For what types of position would it qualify me?
29. Can you recommend any courses I should take before proceeding further with my job search?
30. What companies or industries do you think I should target?

### **Fitting In**

31. Do you think my objective is clearly stated, realistic, and achievable?
32. Considering my background, how well do you think I would fit in this company and/or profession?
33. How does your company compare with others we've discussed?
34. Would the work involve any lifestyle changes, such as frequent travel or late night business entertaining?
35. Considering all the people you've met in your line of work, what personal attributes are essential for success?
36. Taking into account my skills, education, and experience, what other career paths would you suggest I explore before making a final decision?

### **More Information**

37. Where can I write to get up-to-date information on salaries, employers, and industry issues?
38. What professional journals and organizations should I be aware of?
39. Is there anything else you think I need to know?
40. Who else would you recommend I speak with? When I call, may I use your name?

**SOURCE:** Adapted from Bernard Haldane Associates, *Haldane's Best Answers to Tough Interview Questions* (Manassas Park, VA: Impact Publications, 2000), pp. 66-67.

# Building Your Elevator Speech

An elevator speech is a brief statement, about 150 words, 30 to 45 seconds long (the time it would take to ride to the 10<sup>th</sup> floor on an elevator), in which you communicate your key qualities, experience, skills and how you can utilize them to advance the interests of the employer. It acts as an oral version of your Professional Summary that will appear on your resume, and an answer to the popular interviewing question "Tell me about yourself".

To craft your elevator speech, answer the following questions:

1. What is your professional title or state what you are good at doing and your experience base?
2. What are the most important skills that you offer to the employer?
3. What do you do well that is of value to an employer?
4. What are your key qualities (soft skills, personality traits) that complement your other skills?
5. What educational credentials do you have that enhances your experience?
6. What are the environments (types of organizations, size, industries) in which you have experience?
7. What kind of position and at what level in the organization are you seeking in your next position?

## Elevator Speech Samples

### Sample 1

I am an experienced line manager with extensive knowledge in team building that ranges from organizing project teams to informally encouraging people to work together. I've developed solid skills in hiring and training employees.

I also have experience in smoothly incorporating technological advances into a company where such advances require a significant amount of employee retraining.

My track record is substantial in major presentations to clients, which has led to as much as an 87 percent increase in sales.

### Sample 2

I am an office support professional with extensive experience working in the general public, educational and medical office settings. I interface well with others at all levels including patrons, patients, professionals, children and students.

My Associates Degree in Information Systems helps me to deliver accurate and timely reports, correspondence and presentations. I have excellent interpersonal skills, a strong work ethic, and I am prepared to make a substantial contribution to an organization that values productivity.



# Employment Success Action Plan

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## PA CareerLink Workshops to Attend:

\_\_\_\_\_  
\_\_\_\_\_

## Employment Goals:

Short Term \_\_\_\_\_

Long Term \_\_\_\_\_

## Employment Opportunities to Research:

\_\_\_\_\_  
\_\_\_\_\_

## Companies/Organizations to Research:

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

## Personal Networking Contacts

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email Address: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email Address: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email Address: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Phone#: \_\_\_\_\_ Email Address: \_\_\_\_\_



## Resources

### Trade and Professional Associations

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

### Alumni Associations

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

### Networking/Employment Support Groups

Group Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Group Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Group Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

### Online Communities

Website: \_\_\_\_\_

Description: \_\_\_\_\_

Website: \_\_\_\_\_

Description: \_\_\_\_\_

Website: \_\_\_\_\_

Description: \_\_\_\_\_

### Volunteer Work

Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Information: \_\_\_\_\_