

Instructor's Guide
for
Very Quick Job Search (Video)

Overview

In the old days, the job search was simple: To get a job you sent out resumes or stopped by to fill out an application. You responded to want ads or went to an employment office for free referrals. The Internet did not exist, college graduates were in high demand, and when you got a job with a big employer, you kept it until you retired.

The labor market has changed dramatically in the past 30 years. More and more people have college degrees, the number of jobs with small employers has grown, and people change jobs and careers much more often than they did in the past. Because of these changes, the old ways of looking for a job no longer make sense. Career planning and effective job seeking skills are now more important than ever.

This video shows job seekers how to combine traditional job search strategies with more effective non-traditional methods in order to get the job they want in less time. It emphasizes the need for networking and direct contact with employers, redefines what counts as an interview, and offers specific strategies to help job seekers find positions before they are advertised. Starting with the four stages of a job opening and moving through to the need for self promotion, this video takes individuals step by step through the job search process and gives them the tools they need to get a job faster.

The video offers suggestions for activities and group discussions, some of which are also introduced in this instructor's guide. The ultimate goal is to get people actively involved in their job search and to give them the tools and advice they need to make it successful. Feel free to follow the cues in the video, pausing for activities and discussion as your own schedule dictates.

Presentation Suggestions

Begin by asking students about their past or current experience with the job search. What methods have they used? What problems have they encountered? What contacts have they made? What resources have they found the most and least valuable? To what extent are they using technology, such as e-mail and the Internet, in their job search? Try to get a sense of the variety of approaches and problems.

Point out that the majority of available jobs are hidden, and thus require job seekers to use their network to find them. In fact, most jobs are filled before the public even knew they existed (approximately 65% of jobs are never advertised). The key to finding a job quickly is to use a variety of job search methods, but to focus on the ones that provide the best results: networking and direct contacts.

When you feel students have begun thinking about these issues, give them the **Anticipation Quiz** to complete prior to watching the video. If you wish, allow the students to state their answers and discuss them.

Show the video. Encourage students to take notes or to make changes to the answers they put down for the Anticipation Quiz while watching the video. If you wish, allow students an opportunity to do so section by section whenever the video suggests a pause.

At the conclusion of the video, ask students to discuss any changes they made to their answers on the Anticipation Quiz as a result of information they learned. Follow up this discussion with the **Activities**.

Use the **Discussion Questions** to request oral or written responses from students or assign the questions as homework essays.

Give the **Quick Quiz** at the conclusion of class and correct the quizzes as a group.

Assign the **Homework Option**, if desired.

Anticipation Quiz

Directions: Answer these questions as completely as possible. You will revise your answers as you watch the video.

1. How many jobs does the average person have between the ages of 18 to 38?
2. What are the most effective job search methods?
3. What counts as an interview?
4. What is networking?
5. What is the different between a warm contact and a cold contact?

Answer Key

1. About 10
2. Networking and direct contact with potential employers
3. Any face to face contact with someone who can hire or supervise someone with your skills—whether they have an opening or not
4. Getting job leads and other contact names from people you already know.
5. A warm contact is someone you know, such as a family member or friend, who can put you in touch with potential employers. Cold contacts are the employers themselves.

Activities

Activity #1

Title: Selling Yourself

Format: Individual/Group

Time: 15-20 minutes

Materials: Paper, pen

Procedure:

1. At the top of the piece of paper, have students write down the kind of job they want. They should feel free to write a paragraph description or make a list or requirements.
2. Have each student answer the following question: *What value do you have to offer an employer?* Suggest that they focus on their skills, knowledge, personal attributes, and past experience. Have them write down anything that makes them a good worker or sets them apart from other possible candidates.
3. On a separate sheet of paper, have each student write an advertisement selling themselves to a potential employer. Encourage them to be as creative as they like, but to be sure to include the skills and experience that make them an ideal candidate for the kind of job mentioned in step one.
4. If there is time, have students trade their advertisements with each other. Have pairs or groups of students discuss why they would or would not hire the person being advertised for the job in question.

Activity #2

Title: Networking

Format: Individual

Time: 20-25 minutes

Materials: Paper, pen

Procedure:

1. Have each student write down each of these categories at the top of a piece of paper (one piece of paper for each category):

- Family
- Friends
- Former coworkers
- People I went to school with
- Professional associations
- Sports/social clubs

2. Ask each student to take about 15 minutes to think of people they know in each of these categories and list them on the appropriate piece of paper.

3. Ask them to rank the contacts they've listed for their ability to lead to a referral from 1 to 3 (1 being most likely, 3 being least likely).

4. Now have students choose three of those contacts who are most likely to result in a referral and write a short paragraph outlining a plan for networking with each of them, including information such as:

- Best way/time to contact them (phone, e-mail, in person)
- Information it would be useful to give them (resume, business card, etc.)
- A method to thank them (a thank-you card, buy them lunch, etc.)

Activity #3

Title: Creating a Phone Script

Format: Individual/Group

Time: 20-30 minutes

Materials: Paper, pen

Procedure:

1. Using the model given in the video, have each student write out a phone script to use when cold-contacting employers. Each phone script should include the following:

- **Your name** (“Hello, my name is...”)
- **Your job objective** (“I am interest in a position as...”)
- **Your strengths** (skills, experience, education and training, and accomplishments)
- **Your goal statement** (“When may I come in for an interview?”)

2. Divide students into pairs and have each student take turns acting as the job applicant and the potential employer. Role-play an initial cold-contact scenario, giving each student a chance to use their script. Allow them to edit and modify the script as they go.

3. Afterwards have the whole group discuss what they found most and least effective with regards to their scripts.

Discussion Questions

1. Just because an employer doesn't have an immediate opening doesn't mean that contacting them or getting an informational interview is a waste of time. What are the advantages of contacting an employer who doesn't currently have an opening? What opportunities might this open up?
2. Part of conducting a successful job search campaign is understanding what employers want—putting yourself in their shoes. Imagine you are an employer looking to hire someone. What general qualities are you looking for? What specifically could applicants do to impress you and convince you to hire them?
3. While most networks are generated individually on a person-to-person level, there are ready-made networks in our society. Groups like neighborhood associations or church groups provide powerful networking opportunities. What other ready-made networks can you think of? What associations or groups might it be useful for you to join?

Quick Quiz

***Note:** You may read these questions out loud, allowing time for students to respond, or copy and hand this out as a written exercise. If you read the quiz, write responses on the board/overhead.*

Directions: Indicate whether each statement is true or false, according to the video.

1. The average length of unemployment for today's worker is more than 17 weeks.
2. All you have to do to get a job nowadays is fill out an application or send out your resume.
3. Most jobs are filled after the job has been advertised to the public.
4. Because almost anyone can look good on paper, employers prefer to hire people they know or who get referred to them.
5. The two best ways to find a job are networking and contacting employers directly.
6. The goal in networking is to get 2 contact names from each person you approach.
7. The most effective job search focuses on only one technique.
8. An interview only counts as an interview if the employer has a job opening.
9. The primary goal of cold calling is to make yourself visible to an employer.
10. You can use the Internet and the Yellow Pages to identify potential employers to contact directly.

Answer Key

- | | |
|----------|----------|
| 1. True | 6. True |
| 2. False | 7. False |
| 3. False | 8. False |
| 4. True | 9. True |
| 5. True | 10. True |

Homework Option

Write an e-mail announcement you can send to your friends and family explaining that you are looking for work and asking for their help. Explain what kinds of skills you have and what kind of job you're looking for. Ask for two referrals to people they know who might be able to give you work. Then write a sample thank-you note you could send to somebody who provides you with referrals. Keep a list of all the referrals you've gotten, when you contacted them, and what you need to do next. Be sure to update this list whenever you add to your network.