Bad News
- There are NO magic or easy answers
- A job search is always time consuming
- For some Boring and Tedious
- Frequently FRUSTRATING
- And at times can get DEPRESSING

Good News
- Effort and Persistence ultimately pay off
- It can take upwards to 10 to 14 interviews for the average job seeker to find a job
- Accessing the Hidden Job Market will give a huge advantage

A Successful Job Search depends on...
- Knowing what you want
- How you manage your Job Search
- Your ability to utilize personal networks
- Your persistence
- Some luck

Identify an industry, target a job function or discover the job title

It is recommended you devote up to 40 hours per week to your job search
- Treat it like a full-time job

Research Job Market
- Leaders in the Industry
- Where do you want to live?
- Match your skills to job function
- Company Research

You might have to move if you want to get into a new industry

Use the Job Description to tailor your documents (resume, cover letter, etc)
- Look at job description and your resume and ask yourself “does this resume say you are qualified for this position?”
Job Search Stages

- Identify job targets
- Identify raw leads
- Convert raw leads into lists of specific people
- Turn a name into an appointment
- Sell in the interview
- Stay alive through the selection process
- Close the deal

(Asher 2011)

Donald Asher’s Secrets of a Job Search

You get jobs by talking to people
- 80% of jobs are not formally advertised.
- Talk to everybody!!

You need 100 leads at all times
- Utilize your personal network of family, friends, faculty, alumni, and others to develop more leads.
- A lead can be anything from a job posting, to an advertisement, to a friend or family member.

LEADS – Start Using Your Personal Network, And Work From There
- once you get to the point where you talk to strangers about your job search you’ll be close to getting a job (Asher 2011)

“Do you know anyone who works for ……” (Asher 2004)

1/3 of companies hire someone for every 4 people introduced to them by current employees (Asher 2011)

Another 1/3 hire someone for every 10 people current employees will vouch for (Asher 2011)

Look for possible positions in channels
- focus your search into 2 or 3 job types

Can you handle the truth?

- 70% to 80% of jobs are never advertised.
- Online listings represent only 15% to 30% of ALL job opportunities.
- Announced positions draw the most competition.

Bottom line “Blindly sending off resumes through job boards is not the best way to manager job search (Asher 2004)
- Computers talking to computers
Find the “Hidden Job Market”

- The best way to get hired by anyone is through a personal introduction.
- Just because opportunities are not posted online does not mean that the company is not hiring.
- Call individuals within the organization you would like to work for and ask questions about specific positions of interest.
- Ask for advice, ideas, leads, and referrals.
- **DO NOT DIRECTLY ASK FOR A JOB!**

(Asher 2004, Hanna 2005)

Who is in my Network?

- Immediate or extended family
- Friends and friends’ family members
- Fellow students
- Members of special-interest groups
- Teachers, instructors professors
- Former employers and supervisors
- Co-workers
- Acquaintances – dentist, hairdresser, banker, etc.

Special Interest – fraternity/sorority, clubs, student organizations, community organizations

**Never Open with:**
- “Are you hiring?”
- “Do you have any openings?”
- “Do you have any positions (jobs) available?”

Ask for advice on job search, do they know anyone you can talk to who is knowledgeable about certain positions

How to Find Job Postings

Remember, we mentioned that in a lost of cases it will be computer talking to computer more and more companies are using scanning software to screen resumes before an individual ever sees your resume.

All students have access to these boards when you activate your HIREsooner account.

Alumni can get access to these job boards either by emailing oucs@ou.edu or calling Career Services at 405-325-1974.
How to find Job Postings

Social Media's Impact on the Job Search

- Employers are using Facebook, Twitter, and LinkedIn to look for and learn more about candidates.
- Employers will use these sites to further recruitment efforts.
- Employers are utilizing social media to post job opportunities.

Being involved in social media demands that you maintain a positive and professional “E-image”

Look to get recommendations from colleagues on LinkedIn

Another great avenue to get exposure is to get involved in industry related blogs

Top Places to Meet Employers

Students
- On-campus Information Sessions
- Student Organization / Clubs
- Career / Job Fairs
- Faculty Contacts

Alumni
- Professional Groups
  - Rotary, Kiwanis, Toastmasters
  - Industry Professional groups
- Chamber of Commerce Events

How to Differentiate Yourself
Employers expect students to be prepared and professional throughout the entire job search. Research, experience and preparation: once you have these, you are going to be a better fit in the job market.

**How to Differentiate Yourself**

- **Be Prepared**
  - write a cover letter that markets you to employers.
  - compose a well-written, error-free resume that articulates your skills and coursework as a match for the company and position.
  - interview and explain the value you can bring to a potential employer.

- **Research**
  - Utilize company websites and materials to learn everything you can about the company you might want to work for.
  - Your goal is to be able to articulate how you will be a good fit within the company.
  - Get a feel for the company dynamics.

Company dynamics:
- Size of the organization
- Management style
- Initiatives
- Industry awards
- Competitors

- **Experience**
  - Internship or co-op experience on your resume illustrates that you have been successful in a professional setting.
  - Employers view internship programs as organizational talent pools.
  - Employers prize relevant work experience, even if it's with another organization.
References


Remember
- There are NO magic bullets
- A job search is always Time Consuming
- For some Boring and Tedious
- Frequently FRUSTRATING and at times DEPRESSING

Good News
- Effort and Persistence ultimately always pay off

Finally, one last piece of advice
- You get jobs by talking to people (Asher 2011)

Thank You For Attending Today’s Webinar

If you have any questions about the presentation, please take this time to type them into your chat box on your GoToWebinar control panel. The webinar will remain open for the next 10 minutes to answer any questions you may have.

We will email you a pdf version of this presentation within the next 3-5 business days. Also, the recorded version of this webinar will be uploaded to our website within the next 3-5 business days.

Please visit the OU Alumni website to register for upcoming webinars and to view our archived webinars.