Your Cdreer

Ninth Edition

How to Make it Happen



Ninth Edition

Your Career

How to Make It Happen

Lauri Harwood

Instructor, *Miami University;*Business Consultant and Trainer, *Cincinnati, OH*

Lisa M.D. Owens

Dean of Learning Sciences, Emeritus, Procter & Gamble; President, Training Design Strategies LLC

Crystal Kadakia

Founder and Principal, Invati LLC



Australia • Brazil • Mexico • Singapore • United Kingdom • United States





Your Career: How to Make It Happen, Ninth Edition

Lauri Harwood, Lisa M.D. Owens, Crystal Kadakia

SVP, GM Skills & Global Product Management:

Dawn Gerrain

Product Director: Matthew Seeley Product Manager: Katie McGuire Senior Director, Development:

Marah Bellegarde

Senior Product Development Manager:

Larry Main

Senior Content Developer: Anne Orgren Senior Product Assistant: Diane Chrysler

Vice President, Marketing Services:

Jennifer Ann Baker

Marketing Manager: Scott Chrysler

Senior Production Director: Wendy Troeger

Production Director: Andrew Crouth

Senior Content Project Manager: Betty Dickson

Managing Art Director: Jack Pendleton Cover images: © Robert Cock/Getty Images;

© Shutterstock/chungking; © Shutterstock/NAN₇₂8;

© Shutterstock/Andrey Popov;

© Shutterstock/Stephen Coburn;

© Money Business Images/Shutterstock

© 2017, 2013 Cengage Learning

WCN: 02-200-208

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, transmitted, stored, or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitizing, taping, Web distribution, information networks, or information storage and retrieval systems, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the publisher.

For product information and technology assistance, contact us at Cengage Learning Customer & Sales Support, 1-800-354-9706

For permission to use material from this text or product, submit all requests online at www.cengage.com/permissions.

Further permissions questions can be e-mailed to permissionrequest@cengage.com

Library of Congress Control Number: 2015948447

ISBN: 978-1-305-49483-1

Cengage Learning

20 Channel Center Street Boston, MA 02210 USA

Cengage Learning is a leading provider of customized learning solutions with employees residing in nearly 40 different countries and sales in more than 125 countries around the world. Find your local representative at www.cengage.com.

Cengage Learning products are represented in Canada by Nelson Education, Ltd.

To learn more about Cengage Learning, visit www.cengage.com

Purchase any of our products at your local college store or at our preferred online store **www.cengagebrain.com**

Notice to the Reader

Publisher does not warrant or guarantee any of the products described herein or perform any independent analysis in connection with any of the product information contained herein. Publisher does not assume, and expressly disclaims, any obligation to obtain and include information other than that provided to it by the manufacturer. The reader is expressly warned to consider and adopt all safety precautions that might be indicated by the activities described herein and to avoid all potential hazards. By following the instructions contained herein, the reader willingly assumes all risks in connection with such instructions. The publisher makes no representations or warranties of any kind, including but not limited to, the warranties of fitness for particular purpose or merchantability, nor are any such representations implied with respect to the material set forth herein, and the publisher takes no responsibility with respect to such material. The publisher shall not be liable for any special, consequential, or exemplary damages resulting, in whole or part, from the readers' use of, or reliance upon, this material.

Printed in the United States of America Print Number: 01 Print Year: 2016

Unless otherwise noted, all items © Cengage Learning.

Preface		viii
PART 1 Prepai	re for the Journey	2
CHAPTER 1 CHAPTER 2 CHAPTER 3	The Job Search Journey	29
PART 2 Create	e Your Resume	84
CHAPTER 4 CHAPTER 5	Plan Your Resume	
PART 3 Apply	for Jobs	146
CHAPTER 6 CHAPTER 7 CHAPTER 8	Find Job Openings	177
PART 4 Shine	at Interviews	222
CHAPTER 9 CHAPTER 10 CHAPTER 11	Know the Interview Essentials	249
PART 5 Conne	ect, Accept, and Succeed	306
CHAPTER 12 CHAPTER 13 CHAPTER 14	Stay Connected with Prospective Employers Dealing with Disappointment	333
Appendix A Suc	ceeding in the Job Search Journey Using Social Media	379
Appendix B My Career: Making it Happen		
Glossary		395
Index		399

Contents

Preface

PART 1 Prepare for the Journey	2
CHAPTER 1 The Job Search Journey	Your Transferable Skills 32 Tools for Deeper Self-Assessment 34 Develop Your Personal Brand Statement and 30-Second Commercials 34 Prepare Your 30-Second Commercials 36 CHAPTER 3 Picture Yourself in the Workplace
Your Work Experience and Skills 31 Your Job-Specific Skills 31 Your Achievements 31 PART 2 Create Your Resume	In-Demand Industries and Occupations 65 Online Resources for In-Demand Careers 66 Hidden Jobs 67
CHAPTER 4 Plan Your Resume	CHAPTER 5 Write Your Resume

VIII

Networking Pays Off 149 What Is Your Network, and Why Is It Important? 149 Identify and Use Your Network 150 Expand Your Network 154 Keep Track of Your Network and Your Leads 154	Apply for a Job with a Preprinted Application 185 Apply for Jobs Online 186 Register with a Career Site 186 Submit an Online Job Application 186 Apply via Email 187
Describe Strategies for Finding Job Openings 156 Work Your Network 156 Get Connected Professionally 157 Search for Job Openings 158 Find Job Openings That Are a Good Career Fit 160 Evaluate Your Qualifications for Job Openings 160 Determine the Best Fit for You 161 Make the "Best Fit" Job Openings a High Priority 161 CHAPTER 7 Write Job Applications 177 Apply for Jobs 178 Application Forms 178 Preparation and Practice 178 What Is an Employment Application? 179 Position Information 179 Education 179 Employment History 182 References 182 Difficult Job Application Questions 183	CHAPTER 8 Write Effective Tailored Cover Letters

CHAPTER 9 Know the Interview Essentials 224 Key Elements of Successful Interviews 225 Your Attitude—The No. 1 Factor 225 Dress for Success 226 Use Positive Body Language 226 Speak Well for Yourself 228 Be Aware of Business Etiquette 231 Get an Interview 231 Direct Requests for Interviews 232	Prepare for Typical Interview Questions 256 General Information Questions 257 Behavioral Questions 258 Character Questions 260 Difficult or "Stress" Questions 261 Inappropriate Questions 265 Ask Questions That Stand Out 265 Good Questions to Ask 265 Turnoff Questions to Avoid 266
Indirect Strategies for Landing Interviews 234 Stay on the Journey between Interviews 238	CHAPTER 11 Interview Like a Pro 277
	Participate in Practice Interviews 278
CHAPTER 10 Prepare for Your	Set Up Practice Interviews 278
Interview 249	Interview with Someone in Your Career Field 279
Prepare for Pre-Employment Tests 250 The Personality Test 250 The Skills Test 250 The Technical Test 250 The Computerized Test 250 Taking Employment Tests 250 Prepare for Common Interview Styles 252 Screening Interview 253 Computer-Based Interview 253 Campus Interview 254 Phone Interview 254 Video Interview 254 Behavioral Interview 255 Panel Interview 255 Team Interview 255	Do Your Homework before Every Interview 280 Demonstrate That You Are Interested 280 Be Convincing with Your Examples and 30-Second Commercial 281 Be Ready for an Offer 282 Be Physically Prepared for the Interview 283 Review the Interview Preparation Checklist 283 Prepare an Interview Survival Pack 284 Using Your Marketing Materials 285 Last-Minute Preparations 286 Close the Interview in Your Favor 287 Clarify What to Expect Next 287 Use Your Clincher 287 Close the Interview Skillfully 288

νii

CHAPTER 12 Stay Connected with Prospective Employers 308	Strategies for Better Outcomes 337 Prepare and Respond 338		
Follow up after the Interview 309 Evaluate the Interview 309 Plan Your Follow-Up Strategies 309	Consider Other Departments 338 Don't Be Afraid to Reapply 338 Be Persistent 339		
Connect with Your Career Network Again 313 Evaluate Job Offers 313 Negotiate a Good Compensation Package 315 Research Compensation Trends in Your Field 316 Salary Negotiation Tips 317 Respond to a Job Offer Professionally 320 When the Answer Is Yes 320 When the Answer Is No Thanks 320 CHAPTER 13 Dealing with Disappointment 333 If You Don't Get Interviews 334 More Sources 334 Right Jobs 334	CHAPTER 14 Take Charge of Your Career 347 Onboard Quickly to Your New Job 348 Project a Positive, Competent Image 348 The First Weeks, Step by Step 349 Build Great Work Relationships 351 Develop a Good Relationship with Your Immediate Manager 351 Develop Good Relationships with Your Coworkers and Team Members 353 Develop Good Relationships with Internal Customers 353 Diversity in the Workplace 354 Manage Your Career 356 Learn About Your Compensation and Benefits 356 Earn Your Advancement or Promotion 356		
Fewer Applications 334 Customized Packages 335 Refreshed Resume 335 If Interviews Don't Lead to Job Offers 335	Adapt to Changes in Your Employer and Industry 359 Is It Time for a Change? 359 Think Carefully Before Changing Jobs 360 Strategies if You Want to Change Jobs 361 Changing Careers 362		
Appendix A Succeeding in the Job Search Journel Leverage Social Media at the Start of the Job Search Journey 379 Establish Your Brand on Key Social Media Tools 380 Explore Careers Using Social Media Tools 381 Share Your Resume Online 382 Post Your Resume on Social Media 382 Create a Personal Resume Website 382	Pey Using Social Media		
Appendix B My Career: Making it Happen Phase 1: Prepare for the Journey 387 Phase 2: Create your Resume 388 Phase 3: Apply for Jobs 390	Phase 4: Shine at Interviews 392 Phase 5: Connect, Accept, and Succeed 394		
Glossary			
Index	399		

Preface

Among the good things in life, a good job doing work you enjoy and building a fulfilling career is one of the best. The single purpose of this book is to help you achieve this goal. You'll find practical, useful, and realistic advice to help you get interviews and job offers and become a valued employee.

Your Career is a journey, and each journey begins with one step out of the front door and into the world. You've likely taken many steps out of that figurative door. Now it's time to map out your journey of many steps so that you can reach a destination of your choice. This textbook can help you choose your next destination—where you can contribute your talents while continuing to strengthen your skills for the next part of your journey. Think of the *Job Search Journey* as one leg of the longer *Career Journey*. You may go on multiple Job Search Journeys throughout your Career Journey.

A successful career no longer needs to be with a single company. However, a successful career is more than a string of jobs. A successful career is one in which each successive job builds strengths and skills to give you greater opportunities to contribute to the world, your community, the company you work for, your family, and yourself.

You are responsible to lead and direct your Career Journey, but many others will provide essential support. Although you will use the Internet to help you find jobs, your most powerful tools are the people you know, the people who know you and your career goals, and the people who are in your Career Network. Start now to build the network of people who will be beside you on your Job Search Journey, the next leg of your Career Journey.

ORGANIZATION OF THE TEXT

As with any journey, it happens one step at a time, and it goes more smoothly if some planning is done before the journey begins. This text-book lays out the Job Search Journey in five phases, with two or three steps for each phase. As you review the table of contents, you will see that each phase is a part, and each step correlates to a chapter in the textbook. The map on page xvi shows the steps and the ultimate destination: the beginning to a successful career.

All along the way, this text provides help during each phase and at each step, in the form of side bars. Each phase starts with advice from two real people. One of these is a career expert and the other is a person who recently went through his or her own Job Search Journey. In addition, each chapter contains:

- motivational statements,
- encouragement to form good work habits,

- a cautionary note,
- · typical scenarios that people face,
- advice about your job search online, and
- activities and templates to help ensure a successful journey.

PHASE 1: Prepare for the Journey. This phase is all about getting ready for the journey ahead—both physically and mentally. It's like mapping out a trip. Chapter 1, The Job Search Journey, introduces the concept of a Job Search Journey as a way to more easily achieve a successful career. It encourages physically preparing systems to file and store the materials needed for this journey, such as educational and work records, samples for a portfolio, information about job openings, and contact information for people who are part of an individual's Career Network. Chapter 2, Know Yourself to Market Yourself, is about how to market an individual's skills and talents. It leads you, the readers, through a self-analysis of what you have to offer an employer and how to describe it in a way that makes you a desirable employee for the right jobs. Chapter 3, Picture Yourself in the Workplace, explores different work environments to guide you to look for destination jobs that are more suited to your personality and lifestyle, and explores how to tap into in-demand industries and occupations for a broader array of job openings.

PHASE 2: Create Your Resume. This phase is like packing a suitcase with the essentials for the trip. It focuses on the resume as a primary tool for introductions to prospective employers. When the resume is successfully honed, it is the foundation for job applications, interviews, and communicating the readers' personal brand and character. **Chapter 4**, **Plan Your Resume**, starts by describing how the resume can be used effectively with Warm Introductions—that is, with your Career Network contacts—or with Cold Leads. It goes on to describe what goes into a resume and helps you gather the necessary information. **Chapter 5**, **Write Your Resume**, gives very practical and up-to-date advice on how to write a resume, including what types of words to select (action verbs, keywords, etc.), editing tips, and formatting advice. Together, these chapters help you craft a powerful resume that shares your unique personality and gets employers' attention.

PHASE 3: Apply for Jobs. This phase moves outside the classroom and outside of your head and into the world of work. It's the equivalent of putting money down for travel tickets and packages. **Chapter 6, Find Job Openings**, describes how to build a Career Network and use it and other sources to find job openings that are a good career fit. **Chapter 7, Write Job Applications**, gives detailed advice and tips for filling out applications, both online and on paper, so that the application is accepted into employers' recruiting

systems. **Chapter 8**, *Write Effective Tailored Cover Letters*, describes how to take an extra step, especially for the most desirable jobs, to get your resume noticed. The goal of this phase is to apply for jobs in a way that will lead to interviews.

PHASE 4: Shine at Interviews. With the ultimate destination farther ahead, it's time to explore some places of interest along the way. This phase focuses on the all-important interviews, and stresses the importance of practice and preparation. **Chapter 9,** *Know the Interview Essentials*, gives insight into the employer and recruiter expectations around interviewees' attitude, dress, body language, conversation, and etiquette. With the ground rules established, this chapter goes on to describe actions that attract interviews and methods for keeping the Job Search Journey energized in between these exciting and stressful interviews. **Chapter 10,** *Prepare for Your Interview*, describes the many types of interviews and interview questions, with upto-date tips on how to succeed all along the way. **Chapter 11,** *Interview Like a Pro*, focuses on the next level of preparation—building confidence through practice, doing homework before each interview, getting physically prepared to climb the summit, and closing the interview on a high note.

PHASE 5: Connect, Accept, and Succeed. Now the destination is in sight. This is not the time to lose energy; rather, it is a time to stay connected and energized until the end goal is reached. Then it's time to enjoy the destination ... until it is time for the next journey on a fulfilling lifetime career. Chapter 12, Stay Connected with Prospective Employers, describes how to follow up after interviews to help snag a job offer. Then it describes how to evaluate job offers and respond professionally—either yes or no thank you—to each offer. Chapter 13, It's an Iterative Process, helps deal with the realities of rejection and long waits between interviews and offers. Chapter 14, Take Charge of Your Career, provides up-to-date advice on what to do during the first hours, days, weeks, and months at this new career destination. It wraps up with advice on how to stay for the long term or identify signs that it is time to choose a new destination to further enhance the Career Journey.

APPENDIX A: Succeeding in the Job Search Journey Using Social Media. This section provides a chance to get up to speed on the ever-changing, fast-growing practices surrounding the use of online media for job searches. The American website Glassdoor.com was launched in 2008 to give job seekers a look inside of companies, including compensation and culture. Consider that LinkedIn[®], a high-powered job-search and networking site, was launched May 2003. It currently has over 300 million members in over 200 countries. Yet its competitors—Viadeo (50 million members) and XING (10 million members)—might catch up in the next five years. Consider that Monster. com was created in 1999 and, with its Online Career Center (OCC), was the most popular career website on the Internet until 2010, when Indeed.com

surpassed Monster.com to become the largest job site in the United States. This appendix, along with the *You*, *Online* features in every chapter, presents the latest online best practices for each phase of the Job Search Journey.

APPENDIX B: My Career – Making it Happen. These pages pull together the most critical tools and reminders for each phase of the job search journey. Encourage students to tear out these pages and keep them on hand as a quick reference guide whenever they embark on a job search journey during their careers.

NEW TO THIS EDITION

This ninth edition has been significantly updated to reflect the changes in the marketplace, the increasing use of web-based tools in the recruiting process, and the recognition that many jobs are filled without ever getting posted publicly.

In addition, the entire book has been restructured and reorganized for a more logical flow. The five sections of the book correlate to the five parts of the Job Search Journey. Chapters contain fewer, more focused learning outcomes. Each chapter and associated activities build on previous chapters, making the Job Search Journey simpler and easier to digest. Career Action Worksheets are focused on practicing and demonstrating successful mastery of these outcomes.

This edition takes a more upbeat attitude to appeal to Millennials and experienced people who are switching to new careers, while keeping the practical, real-world advice and step-by-step approach that helps students land jobs that are a good career fit.

MindTap for *Your Career* is available with the ninth edition. MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and elevate thinking, allowing instructors to measure skills and promote better outcomes with ease. A fully online learning solution, MindTap combines all student learning tools—readings, multimedia, activities, and assessments—into a single Learning Path that guides the student through the curriculum. Instructors personalize the experience by customizing the presentation of these learning tools to their students, even seamlessly introducing their own content into the Learning Path. MindTap for *Your Career* also integrates with Pathbrite, guiding students through building their electronic portfolios, which they can access during and after the course.

Beyond the general update and change in tone, overall, there are five highly notable changes, described next. There is a change from a job search cycle to a Job Search Journey, a reorganization of the resume content and the amount of focus on this critical document, the expectation that the Internet is the common approach to job searches rather than a new technique, a view of network building as an excellent approach to find and get jobs, and a new set of advice for making a good start on the new job.

Structural Reorganization

The Job Search Journey

Whereas the eighth edition spoke of a job search cycle, this edition lays out a more personal Job Search Journey in five phases. It does not assume that this is the person's first or only Job Search Journey. The five phases of the Job Search Journey correlate to the five parts of the textbook, and provide a more logical flow: Phase 1, *Prepare for the Journey*; Phase 2, *Create Your Resume*; Phase 3, *Apply for Jobs*; Phase 4, *Shine at Interviews*; and Phase 5, *Connect, Accept, and Succeed.* The first two phases tend toward introspection, organization, and preparation. Phases 3, 4, and 5 move students into the job market, where they search for and apply for jobs, get interviews, evaluate job offers, and—ultimately—start a job that is a good career fit. The steps within each phase correlate to the chapters in each part.

Resume Chapters Reorganized

Formerly in Part 3 of the eighth edition, resume writing content has been moved to Part 2 for a more logical flow, since students must write a resume before they network and look for job leads. Because the resume is a critical document that showcases the job seeker, resume preparation (formerly Chapter 6) has been separated into two chapters about planning and writing a resume. Chapter 4, "Plan Your Resume," focuses on preparing to write and includes two learning outcomes from Chapter 6 in the eighth edition: What Is a Resume? and Plan Your Resume Content, and a new learning outcome: Showcase Your Personal Brand. Chapter 5, "Write Your Resume," now focuses on writing the resume and includes as a new learning outcome, Edit Your Resume, as well as two learning outcomes from Chapter 6 in the eighth edition: Write Your Resume and Format Your Resume. Since most resumes are now combination style (as opposed to strictly chronological or skillsbased), the formatting discussion has shifted to the creation of print, web, and plain text resumes. Example resumes now reflect customizing resumes for different job targets instead of highlighting different resume formats.

New and Expanded Concepts

Jobs on the Internet

Every chapter includes a feature, *You*, *Online*, that addresses use of the Internet and/or social media as part of the job search. In addition, the completely rewritten appendix on social media talks about using the Internet for each of the five phases of the Job Search Journey. Further, the text itself integrates Internet and social media use as part of the natural flow of work during the Job Search Journey, from when to use or not use email to using apps to help with organization and getting to the interview on time.

Your Career Network

While the eighth edition focused on the role of others as primarily a support network, the concept of a Career Network has grown in our society

and is embodied in apps such as Facebook, LinkedIn[®], and Twitter. This text speaks more to how to build a useful network and use it before, during, and after this Job Search Journey. Throughout each phase the focus is placed on how to build and share personal brand, experience, and career goals with a network of targeted individuals that can provide job leads.

Part 1, Prepare for the Journey

In Part 1, this edition focuses more on the job seeker than on what employers want. By gaining a deeper understanding of what the job seeker has to offer and what his or her personal tendencies are, students will be more likely to conduct a targeted job search where they pursue jobs that they can communicate as a better career fit to employers and therefore increase their likelihood of receiving a job offer. This first part grounds the job seeker by encouraging a clearer self-understanding and enables the job seeker to communicate his or her talents, skills, and qualifications in words that will appeal to the right hiring managers and recruiters.

Chapter 1, "The Job Search Journey," provides an overview of the five phases of the Job Search Journey on which this text is organized. It lays out a new, simplified structure for organizing all those files that are part of a job search and part of this class. All files are in one place that we call the Career Builder Files with three distinct sections: About Me, About Jobs, and Master Career Portfolio. The first two sections (About Me and About Jobs) are draft portfolio sections and allow for clear organization of the many Career Action Worksheets. The Master Career Portfolio section will contain the employer-ready documents such as the master resume, LinkedIn® recommendations, cover letters, and more. Online, these same three sections can be individual portfolios within each student's account.

In the eighth edition, Chapter 2 focused on employer expectations. These expectations are brought to light throughout the ninth edition by prodding the reader to consider many elements from the employer's perspective, thereby building a partnership between employer and employee to achieve common goals. Chapter 2 in the ninth edition, "Know Yourself to Market Yourself," focuses on clarifying what the job seeker wants, and has to offer, through a series of self-assessments. The eighth edition described a 30-Second Commercial. However, products that sell well have one brand image but many commercials. So the ninth edition moves this concept to a higher level by focusing first on a Personal Brand Statement and then on the creation of a variety of 30-Second Commercials that embody the Personal Brand Statement but speak to different target audiences. This is not only a beneficial and practical approach; it can be thought-provoking and fun.

Given that new types of jobs are coming into being each year, one can no longer target a career job without risking becoming outdated.

Chapter 3, "Picture Yourself in the Workplace," moves beyond the "career targets" discussed in the eighth edition to finding jobs that are a good career fit. This chapter encourages readers to recognize core preferences and interests upon which they can continue to focus as their career develops over time.

Part 2, Create Your Resume

The content of Part 2 in the eighth edition was about networking and finding jobs. In the ninth edition, content has been shifted to Part 3, Chapter 6, "Find Job Openings." In the ninth edition, Part 2 continues the inward look of what the reader has to offer the employer. This is captured in the resume. Chapter 6 from the eighth edition has been split, into the ninth edition, into **Chapter 4**, "Plan Your Resume," and Chapter 5, "Write Your Resume." By focusing an entire chapter on planning the resume, students have a chance to deeply understand the experiences, qualifications, and skills they would like to highlight for prospective employers. Then, by focusing an entire chapter on writing a resume, students and teachers can spend more time on critical grammar skills and the shift to a business writing style.

An entire new section focuses on writing tips. Sample resumes have been updated to reflect current trends and practices, both online and off. The focus is less on format and more on content, telling a story, and keywords, which play a big role in today's software that is used by employers to sift out or highlight potential candidates.

Part 3, Apply for Jobs

While the eighth edition focused on essential job search communications like resumes, job applications, and cover letters, the ninth edition focuses on how to find jobs using a combination strategy that taps into the readers' Career Network and online searches. This is followed by applying for jobs in a customized manner based on a master resume and following up with a customized Job Application Package for those jobs that are an especially good career fit.

Chapter 6, "Find Job Openings," (based on Chapters 4 and 5 in the eighth edition) puts a much greater emphasis on building and using a Career Network (versus the eighth edition's Personal Support System Network) to locate jobs, even before the job opening is publicly announced. New Career Action Worksheets provide guidance for networking. Networking approaches have been updated to reflect today's heavy use of online networking, while continuing to emphasize face-to-face networking.

Chapter 7, "Write Job Applications," focuses on the different sections of a job application and makes the distinction between online and hardcopy job applications. (The eighth edition's Chapter 7, "Job Applications and Cover Letters," has been split into Chapters 7 and 8 for the ninth edition.)

Chapter 8 "Write Effective Tailored Cover Letters," gives more focus to customizing cover letters for those jobs that are great career fits, with the

intent of getting noticed among the stacks and lists of resumes. An entire new section addresses writing tips. Another new section provides instructions on addressing a snail mail letter, a skill new to many younger people in this day and age of email.

Part 4, Shine at Interviews

This part continues to focus on interviews. However, the eighth edition centered on how to ask for and get interviews. The ninth edition deemphasizes this topic because so much of this work is done in earlier phases during networking and through applications and cover letters. Instead, the emphasis is placed on practicing for interviews and being prepared physically, mentally, and emotionally. In general, these chapters contain updated advice and tips. **Chapter 9**, "**Know the Interview Essentials**," contains content from Chapters 8 and 9 in the eighth edition. **Chapter 10**, "**Prepare for Your Interview**," and **Chapter 11**, "**Interview Like a Pro**," are based on Chapters 10 and 11 from the eighth edition. The information from the eighth edition about what to do after the interview has been moved to Part 5 in the ninth edition for greater consistency with the Job Search Journey phases.

Part 5, Connect, Accept, and Succeed

Rather than the eighth edition's "Next Steps," the ninth edition emphases three distinct steps: "Connect, Accept, and Succeed." Chapter 12, "Stay Connected with Prospective Employers," describes how to stay connected with employers after the job interview. Next, it addresses how to evaluate job offers to consider the whole compensation package, beyond the wage or salary figure that is offered, to ensure the job seeker fully understands what is being offered. Chapter 13, "Dealing with Disappointment," continues to provide advice on how to deal with rejection notices, but with a more upbeat tone and with encouragement to take positive actions following each rejection. Chapter 14, "Take Charge of Your Career," has been rewritten with all new guidelines for how to successfully onboard to a new job based on the authors' extensive experience with onboarding programs in industry. It also provides practical information on building successful relationships at work, managing one's career, and identifying signs that it might be time to change careers and restart the Job Search Journey.

Appendices

Appendix A. This completely rewritten appendix addresses how and when to use social media throughout each of the five phases of the Job Search Journey. It includes the latest in successful online job search practices, based on leading recruiting resources and suggested approaches by employers.

Appendix B. This all-new appendix pulls together the most critical tools and reminders for each phase of the job search journey, in a convenient packet that can be torn from the book as a quick reference guide.

FOR THE READER: HOW TO USE THIS TEXT

Your Career: How to Make It Happen is more than a text. It is a simulation or practice session for the real event: finding a job that meets your needs.

If you have nearly completed your degree program and graduation is around the corner, use the activities in this text to get you ready for the upcoming Job Search Journey. This text will walk you through every step of the way. Use the early chapters of self-assessment to better understand what elements in your field of study give you the most pleasure and to what kinds of jobs within your field you will most enjoy applying your skills. Use the middle chapters to get peer feedback to help you hone your resume and Personal Brand Statement.

If, on the other hand, you are a few years from graduation, use this text and course as a way to explore your field more broadly. Figure out what you need to add to your life experiences and your portfolio in the next few years to help you land a job that is a good career fit after graduation. Begin now to build your Career Network. You are lucky to be getting a head start on this. Consider practicing to use the Job Search Journey process by applying it as you search for a summer job or internship, or even a volunteer role that will add to your resume.

PHASE 1: Prepare for the Journey

- The Job Search Journey
- Know Yourself to Market Yourself
- Picture Yourself in the Workplace

PHASE 2: Create Your Resume

- · Plan Your Resume
- Write Your Resume

PHASE 3: Apply for Jobs

- Find Job Openings
- Write Job Applications
- Write Effective Tailored Cover Letters

PHASE 4: Shine at Interviews

- Know the Interview Essentials
- Prepare for Your Interview
- Interview Like a Pro

PHASE 5: Connect, Accept, and Succeed

- Stay Connected with Prospective Employers
- It's an Iterative Process
- Take Charge of Your Career



To get the most out of this text, we suggest that you post the Job Search Journey map seen on the preceding page and described in detail in Chapter 1 where you can see it regularly. Then follow these steps for each chapter to maximize your benefits from the text and class:

- 1. As you start each of the five parts, use the steps in *PLAN for Success* to set you up for success.
- 2. With each chapter, review the outcomes before you start. When you complete a chapter, confirm that you can accomplish these outcomes by answering the questions in the end of chapter section called *Chapter Checklist*. Each question has a number beside it that tells which outcome section contains the related information, should you want to review the material.
- 3. Complete the Career Action Worksheets. These give you a chance to practice and get feedback so that you become a pro. Some worksheets will require you to interact with people you do not know. Expect to feel a degree of discomfort. Be brave and get out there to meet new people and expand your Career Network.
- **4**. Take personal notes as you read the features such as *Caution* and *You*, *Online*. These tips are gifts to you from the authors. Read the Real World Scenarios and strive to answer the questions at the end of each one.
- 5. Actively incorporate online activities into your Job Search Journey using *You, Online* and the Appendix A. As you complete each chapter, refer to this appendix for related online activities. Search online and find your own resources to supplement concepts in the book.
- 6. Because the journey is often long, stay inspired. Find your favorite quotes throughout the book. Reread your favorite stories about real-life people and their personal advice to you at the start of each section of the book. Then check your Job Search Journey map to see how far you have come and to remind yourself of the final destination.
- 7. Tear out the guide provided in Appendix B, My Career: Making it Happen, and proactively use it as a quick reference tool throughout your Job Search Journey.

In addition, make sure to create your **Career Builder Files** to stay organized. The detailed instructions for creating your Career Builder Files will help you organize your many career-related documents and notes in an extremely useful system. You will develop this system through a paper system via a binder or portfolio, or alternatively through an online portfolio tool. Through practical, hands-on application, the personal content of the Career Builder Files will motivate you to take on the challenge of the Job Search Journey now and for your entire career.

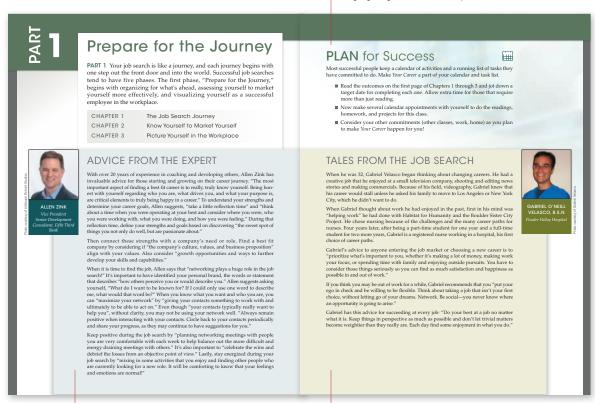
From your authors, "We wish you lifelong success in your Job Search Journey."

KEY FEATURES

Part Opener Content

Plan for Success

Each Part begins with a *Plan for Success* feature to help students plan specific completion dates for the steps they will accomplish in that part, with a reminder to take into account the other things going on in their busy lives.



Advice from the Expert

Five real-life profiles that include an HR manager and career coach discuss career management and real-world issues when moving forward on the Job Search Journey.

Tales from the Job Search

Five additional profiles represent job seekers, including a new hire, a mid-career job seeker, and a recently graduated job seeker. They discuss job search issues and solutions to common challenges that students can immediately relate to.

Chapter Opener Content

Learning Outcomes

At the beginning of each chapter, a list of learning outcomes provides a set of concise learning goals. Each learning outcome is addressed in a main chapter heading. Outcomes are also tied to the end-of-chapter worksheets, questions, and activities.



The Job Search Journey

Upbeat language and achievable, concrete small steps help keep students in a positive frame of mind in the class and on the Job Search Journey. A colorful graphic repeated at the beginning of each chapter helps students recall the steps and track their progress as they work through the course.

Chapter Overview

List of Career Action Worksheets

A list of the chapter's Career Action Worksheet titles provides a preview, serving both as pre-exposure to the topics and as an aid to help students plan the time they need for this course. Career Action Worksheets are linked to learning outcomes and are introduced within the chapter under the relevant headings.

Motivational Statements

Brief motivational statements at the beginning of each chapter encourage readers to get started on the chapter. Additional motivational statements throughout the chapter encourage students to continue through the end of the chapter.

Chapter Interior Features

FEATURE BOXES

MAKE IT A HABIT

Start with a Positive Attitude

Your Job Search Journey will be an exciting and challenging time. You will be managing new tasks on top of an already busy schedule, while at the same time feeling the thrill of taking power into your own hands for your future. Every day, make it a habit to reaffirm feelings of excitement and confidence as you move forward on this journey. Post your favorite affirmations in places where you will see them often. Here are a few affirmations to get

- . I have the power to succeed.
- . I will create happiness and success.
- · I can make my own choices and decisions.
- I can choose to make changes in every area of
- . I am satisfied that I have done my best.
- I have a plan for the future, and my plan is open to change.

- . I will not give up on myself.
- . I have the power to succeed. (End your pep talk by repeating the first sentence—it says it all.)

Don't be shy about starting your day with a pep talk. Add your own sentences and repeat them to yourself throughout the day. Forming this habit will help you during challenging times throughout life.



Make It a Habit

This feature spotlights winning behaviors and strategies for growing professionally.

Caution

(This feature (formerly titled Watch Out!), titled Watch Out!) alerts students about behaviors to avoid or how to plan in advance for good results.

CAUTION

Take Charge of Your Career Right Now

Many factors in your job search are not under your control, but one thing certainly is—the effort you make to stand out from the crowd every step of the way. To get an edge over other job seekers. (1) set personal goals for this class and for your job search, (2) believe in your drive and commitment to achieve your goals, and (3) use this class and textbook to succeed.

Your Career: How to Make It Happen is filled with practical, realistic advice and actions. When you read each chapter, think about how you can apply the information and advice to your goals and situation. Complete the Career

Action Worksheets and be sure to set up and maintain your Career Builder Files. Use the websites that support the textbook.

Set a goal today to use all the resources available to you and to take charge of your career!



You, Online

Positive Support Using Social Networking

Social networking, both online and offline, will be a vital tool in your successful job search. Every chapter of Your Career: How to Make It Happen highlights ways to use social networking, specifically social media tools, to enhance your job search. If you were an employer, whose would you look at first: the resume of the job seeker your friend or business acquaintance told you about, or one from the long list of applicants who applied through a job board?

As you start your job search, set a goal to use your social networks to maintain a good attitude for success, to motivate yourself, and to find job leads:

· Post your defined, clear objective for your career goals on your online social media

- profiles. Make your goals SMART: specific, measurable, achievable, realistic, and time-sensitive.
- Post questions to start conversations with your networks and get Warm Introductions to job opportunities; for example, "Does anyone know someone in this field I could talk to?" and "What qualities do you think make me unique?
- Stay away from discussing how difficult your job search is in any forum (except in trusted, close relationships). Project an upbeat attitude.

Your social network gives you back what you put into it. It can reinforce your positive outlook—or it can drown you in negativity with well-intended empathy. Use your networks to motivate you and reinforce your own positive

You, Online

Every chapter includes instruction and tips for using the Internet and social media in the Job Search Journey. You, Online (formerly untitled and not in all chapters) connects the textbook to the Internet, both for resources and for the job search itself. Activities guide students to create a LinkedIn® profile, clean up their online social media so they present a professional face to prospective employers, and assess the top-rated online tools for job searches.

Real World Scenario 1-1 Jamie is fin-

ishing her associate's degree and has a parttime job. As she starts to look for a full-time
job, she realizes that her desk is *very* disorganized. She missed paying a bill for her apartment and finally found it buried under some
important class notes she thought she'd lost.
(The business cards she'd been looking for
since the career fair two weeks ago were also
in the pile of paper.) Keeping up with followup phone calls for her job search, juggling
her class and work schedule, and taking care
of her day-to-day needs is harder than she
thought it would be. She knows she needs a
system to stay on top of everything.

What suggestions do you have for Jamie as she organizes her desk?

Real-World Scenarios

New to this edition: Each chapter now includes one or two real-world scenarios that give insights into how chapter concepts work in real-world situations and pose thoughtful questions that can be great for kicking off class or group discussions in order to personalize the learning.

End-of-Chapter Content

Chapter Checklists

These checklists of questions help students confirm that they have achieved the major goals from each chapter's action steps. These checklists are keyed to the chapter outcomes. Students are encouraged to review a section if they struggle to answer a Chapter Checklist question.

Trial Run

Interactive and role-play activities are provided in *Trial Run* at the end of each chapter. These provide opportunities to practice desired outcomes of the chapter. Each activity requires peer or self-evaluation.

16 PART 1 Prepare for the Journey CHAPTER 1 The Job Search Journey | 17 **Chapter Checklist** Trial Run Check off each item you can do. Reread sections in this chapter to help you complete the checklist. Get Off to a Good Start The beginning of your job search is a good time to evaluate some of the skills and attitudes that will help you have a successful journey. Read these statements and rate yourself using the following scale: ☐ Plan and organize my job search by collecting and organizing my records and choosing a method to keep track of communications. ② Rating Scale: 1 to 4 (1 = not really; 2 = sometimes/somewhat; 3 = usually; 4 = definitely) ____ A. I tend to be a positive person. B. I like spending time with positive people. C. I spend time thinking about my goals Put my long-term and short-term goals in writing, with concrete steps to achieve each goal. D. I have a written list of goals with the dates I want to achieve them ____ E. When I have something complicated or important to do, I break the task into Describe a few tips to help me manage my time even better during my Job Search Journey. smaller steps. F. If something goes wrong, I try to figure out what I could have done differently. Practice proactive skills that demonstrate a positive attitude and a focus on solving problems. ___ G. If I don't understand something, I'm willing to ask for advice H. I tend to keep my files well organized at home and school. I. I use time management strategies to help me get things done and do them on time ____ J. I feel positive about the future. **Critical Thinking Questions** For your high-scoring statements, consider offering your help to others in these areas 1. What is the value of knowing about the phases and steps for a job search? My high-scoring statements (list from 1 to 3 statements): ${\bf 2.}$ Why is it important to organize your records for your job search? ${\bf 2}$ 3. How will your Career Builder Files help you succeed in your Job Search Journey? What tools will you use? How will you get started? Which low-scoring statements do you think will have the most negative effect on you during your Job Search Journey (list from $1\ {\rm to}\ 3$ statements)? 4. What effects do positive and negative thoughts, images and self-talk have on performance? (3) 5. How would you rate your ability to set goals, manage your time, and be proactive? Would you rate your skills as excellent, good, or needing improvement? What specific actions can you take to stay strong or improve these skills? Write a goal for improving in those areas. Find someone—friend, mentor, family member, classmate, instructor—who might be able to help you improve. Additional Resources For data files, career resources, and more, visit www.cengagebrain.com

Critical Thinking Questions

Critical Thinking Questions encourage students to reflect on each chapter's learning outcomes, and how the students will use those outcomes in the Job Search Journey.

Career Action Worksheets

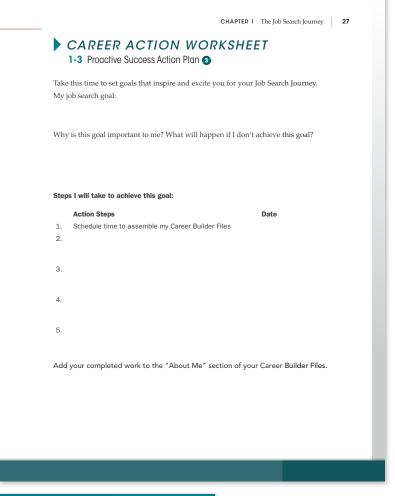
More than 50 Career Action Worksheets help students apply chapter content and advice to their own unique situations. Extremely flexible, the worksheets can be used individually or in groups, in class or as homework.

Students create personal documents that can be used as they search for jobs, now and in the future. Guided assessments prompt students to consider a good career fit beyond matching skills and qualifications, to include their preferences, personal traits, lifestyle, personal goals, and preferred work style. All this is clearly aimed at helping students find jobs that are a good fit for them and their desired career path.

Self-assessment tools built into the worksheets enable readers to easily evaluate their progress on their Job Search Journey. Students are instructed within the chapter when they should complete each worksheet; the worksheets themselves are located at the end of each chapter.

Career Action Worksheet Callout Boxes

Boxes are placed strategically within the text to suggest at what point the reader can jump to an activity. This encourages student to do a few activities at a time rather than be overloaded with activities at the end.



CAREER ACTION Complete Worksheet 1-1 Your Job Search Journey page 19

SUPPLEMENTAL MATERIALS

For Instructors

Instructor Companion Site

Everything you need for your course in one place! This collection of book-specific lecture and class tools is available online via www.cengage.com/login. Access and download Microsoft® PowerPoint lecture slides, the Instructor Guide, course management forms, and more.

Instructor Guide. Expansive yet focused, the powerful Instructor Guide helps busy instructors create a cohesive learning experience for students.

MindTap

MindTap Career Development for *Your Career: How to Make It Happen*, ninth edition is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

- Portfolio builder activities your students to build and organize electronic career portfolios, using the online portfolio tool of your choice, that they can access during and after the course.
- Relevant readings, multimedia, and activities are designed to take students up the levels of learning, from basic knowledge to analysis and application. Video animations provide an engaging introduction to chapter topics.
- Personalized teaching becomes yours through a customizable Learning Path built with key student objectives and your syllabus in mind.

For Students

Student Companion Site

Visit www.cengagebrain.com and search for this book to access useful web links and an explanation of common workplace terms.

MindTap

MindTap Career Development for *Your Career: How to Make It Happen*, ninth edition engages and empowers you to produce your best work—consistently. By seamlessly integrating course material with videos, activities, apps, and much more, MindTap creates a unique learning path that fosters increased comprehension and efficiency.

- Portfolio Builder activities guide you to build and organize electronic career portfolios, using an online portfolio tool suggested by your instructor, that you can access during and after the course.
- MindTap delivers real-world relevance with activities and assignments that help you build critical-thinking and analytic skills that will transfer to other courses and your professional life. Video animations provide an engaging introduction to chapter topics.
- MindTap helps you stay organized and efficient with a single destination that reflects what's important to your instructor, along with the tools you need to master the content.



Acknowledgments

The authors are grateful to the people who shared their real-life stories for the profiles. Thank you to Aaron Wang, Allen Zink, D. Lynn Meyers, DedraPerlmutter, Gabriel O'Neill Velasco, Gina Arens, Leslie Kirkland, Lisa Mark, Molly Cramer, and Rene DeAnda.

The authors would like to thank the following people for providing additional insights into our target audience: Ben Palaggo, (Jacob) Eli Thomas, and Anastasia Bandemir.

The authors would also like to thank the people at Cengage Learning, especially our content developer, Anne Orgren, for her guidance, project management, and organization, but even more for her collaboration, responsiveness, and flexibility. Thanks too to Katie McGuire, our product manager, for her leadership, ability to collaborate while making the tough decisions, and handling of the big picture for the ultimate success of the writing team. Thanks to Jack Pendleton for his creative design that reflects his ability to listen to the authors' intent and vision so that it becomes a reality. And a final thank you to our project managers Betty Dickson and Hemalatha Velayutham, who got all the details right for our readers.

REVIEWERS

The authors and Cengage Learning would like to thank the reviewers whose thoughtful comments and analysis helped to guide the development of the ninth edition:

Melba Bolling, Virginia Highlands Community College; Carolyn Carvalho, Kent State University at Ashtabula; Irene Church, Muskegon Community College; Brenda DeLee, Catawba Valley Community College; Rena Doering, San Antonio College; Beth Farnsworth, Bradford School of Pittsburgh; Roger Fulk, Wright State University; Kristin Holmberg-Wright, University of Wisconsin–Parkside; Sandra Johnson, Fortis College; Suzanne Johnson, Copiah–Lincoln Community College; Junnae Landry, Pratt Community College; Theresa Laws-Dahl, Blackhawk Technical College; Lisa Leopold, Middlebury Institute of International Studies; Kris MacDonald, Fortis Institute; Lois McWhorter, Somerset Community College; Nanette Mosser, MedQuest, College; Patricia Riely, Moberly Area Community College; Barbara Sherry, Northeastern Illinois University; Rosalyn Skinner, Dawn Career Institute; Judi Walsh, DeForest Area School District; Kimberlee Weber, East Central College; Casey Wilhelm, North Idaho College; and Peter Young, San Jose State University.

About the Authors

Lauri Harwood

Lauri Harwood is an instructor at the Farmer School of Business at Miami University in Cincinnati. She has been a consulting editor and textbook author for Cengage Learning since 1993. She was a professional writer, instructional designer, and project manager as the former owner of Vandalay Group Inc. and, prior to that, for The Oxford Associates. Lauri has a bachelor of arts degree in English literature from the University of Cincinnati, and a master's degree from Miami University in technical and scientific communication.

Lisa M.D. Owens

Ms. Owens is a learning expert who approaches learning programs in a systemic fashion, applying current best practices emerging from recent neuroscience findings. Following a decade in the engineering field designing chemical plants, recruiting young women engineers, and doing consumer and market research, Lisa shifted into a role as a full-time corporate training manager at Procter & Gamble. In this position, she created P&G's first online global training programs, including a new hire web-based training in 1998 called Experience the Journey. She has also worked on training for P&G interviewers. In 2000, partnering with a P&G recruiting leader, she created the first online internal job posting system for over 80,000 employees and their managers at over 200 sites around the world. Following retirement after 30+ years with P&G, Lisa founded Training Design Strategies LLC (TDS) in 2012 as an avenue to continue doing what she does best: working with the doers and the movers of the world to help them achieve their goals through the power of training. Beyond her current work with several international clients, she is on the advisory board for Ohio University's instructional design certificate program, GC-ASTD's Executive Advisory Board, and CorpU's Leaders-as-Teachers Executive Council. Her publications include the book *Leaders as Teachers Action Guide* (2014, coauthor), Lo start-up di una Corporate University (Italian), a series of articles for CorpU on creating Corporate Universities (2007 and 2011), and "Leaders Training" in Leadership Excellence magazine (2005).

Crystal Kadakia

Crystal Kadakia is a rising thought leader, invited speaker, and human capital consultant for topics related to the Generation Transition and the Millennial Generation. She started as an engineer for a Fortune 100 company, where she led numerous multi-million-dollar projects and the new hire network, and created a globally standard onboarding

program for the engineering function. She then transitioned to a training manager role, where she redesigned the technical training new hire program and rolled it out across the globe. Subsequently, she excelled as a career coach, coaching multiple clients toward finding jobs and new career paths. Today she leverages her unique expertise in engineering, training, coaching, and project management in her consulting firm, Invati. She offers strategic consulting to organizations in order to enable innovation capture and employee engagement so that they can thrive and survive during generation transition. She does this by leveraging Millennial and Generation Z voices and comprehensive case study–based tools to incorporate new workplace trends into organizations. Outside of work, she is the leader of the Human Capital Special Interest Group of her local Association for Talent Development (ATD) chapter. She is also a *Huffington Post* blogger, two-time TEDx speaker, past contributor to *T+D Magazine*, and recipient of numerous ATD awards.

Dedication

To my sister, Rhoda, whose reentry into the workplace has been a model of career development. And to my daughter-in-law, Becky, whose career has helped her live a fuller life.

-Lisa M.D. Owens

To my sister, Sheryl, whose persistence at excelling in her career serves as a good role model for many. To my mother, Rashesha, whose ability to grow a successful career while overcoming her diverse background and facing many challenges inspires me. To my father, Shailesh, whose astronomical aspirations and perseverance to follow his meaningful passions guides me.

-Crystal Kadakia

To my family, Beth Morgan, Lake Brown, and dear grandchild. Also to Lisa M.D. Owens who I trust so much to carry on the legacy of this book in my stead.

Lauri Harwood



Prepare for the Journey

PART 1 Your job search is like a journey, and each journey begins with one step out the front door and into the world. Successful job searches tend to have five phases. The first phase, "Prepare for the Journey," begins with organizing for what's ahead, assessing yourself to market yourself more effectively, and visualizing yourself as a successful employee in the workplace.

CHAPTER 1 The Job Search Journey

CHAPTER 2 Know Yourself to Market Yourself

CHAPTER 3 Picture Yourself in the Workplace



ALLEN ZINK
Vice President
Senior Development
Consultant, Fifth Third
Bank

Photo courtesy of Lifetouch Portrait Studios.

ADVICE FROM THE EXPERT

With over 20 years of experience in coaching and developing others, Allen Zink has invaluable advice for those starting and growing on their career journey. "The most important aspect of finding a best fit career is to really, truly know yourself. Being honest with yourself regarding who you are, what drives you, and what your purpose is, are critical elements to truly being happy in a career." To understand your strengths and determine your career goals, Allen suggests, "take a little reflection time" and "think about a time when you were operating at your best and consider where you were, who you were working with, what you were doing, and how you were feeling." During that reflection time, define your strengths and goals based on discovering "the sweet spot of things you not only do well, but are passionate about."

Then connect these strengths with a company's need or role. Find a best fit company by considering if "the company's culture, values, and business proposition" align with your values. Also consider "growth opportunities and ways to further develop your skills and capabilities."

When it is time to find the job, Allen says that "networking plays a huge role in the job search!" It's important to have identified your personal brand, the words or statement that describes "how others perceive you or would describe you." Allen suggests asking yourself, "What do I want to be known for? If I could only use one word to describe me, what would that word be?" When you know what you want and who you are, you can "maximize your network" by "giving your contacts something to work with and ultimately to be able to act on." Even though "your contacts typically really want to help you", without clarity, you may not be using your network well. "Always remain positive when interacting with your contacts. Circle back to your contacts periodically and share your progress, as they may continue to have suggestions for you."

Keep positive during the job search by "planning networking meetings with people you are very comfortable with each week to help balance out the more difficult and energy draining meetings with others." It's also important to "celebrate the wins and debrief the losses from an objective point of view." Lastly, stay energized during your job search by "mixing in some activities that you enjoy and finding other people who are currently looking for a new role. It will be comforting to know that your feelings and emotions are normal!"

PLAN for Success



Most successful people keep a calendar of activities and a running list of tasks they have committed to do. Make *Your Career* a part of your calendar and task list.

- Read the outcomes on the first page of Chapters 1 through 3 and jot down a target date for completing each one. Allow extra time for those that require more than just reading.
- Now make several calendar appointments with yourself to do the readings, homework, and projects for this class.
- Consider your other commitments (other classes, work, home) as you plan to make *Your Career* happen for you!

TALES FROM THE JOB SEARCH

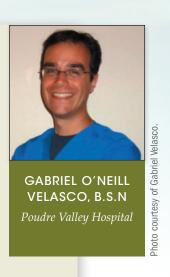
When he was 32, Gabriel Velasco began thinking about changing careers. He had a creative job that he enjoyed at a small television company, shooting and editing news stories and making commercials. Because of his field, videography, Gabriel knew that his career would stall unless he asked his family to move to Los Angeles or New York City, which he didn't want to do.

When Gabriel thought about work he had enjoyed in the past, first in his mind was "helping work" he had done with Habitat for Humanity and the Boulder Sister City Project. He chose nursing because of the challenges and the many career paths for nurses. Four years later, after being a part-time student for one year and a full-time student for two more years, Gabriel is a registered nurse working in a hospital, his first choice of career paths.

Gabriel's advice to anyone entering the job market or choosing a new career is to "prioritize what's important to you, whether it's making a lot of money, making work your focus, or spending time with family and enjoying outside pursuits. You have to consider those things seriously so you can find as much satisfaction and happiness as possible in and out of work."

If you think you may be out of work for a while, Gabriel recommends that you "put your ego in check and be willing to be flexible. Think about taking a job that isn't your first choice, without letting go of your dreams. Network. Be social—you never know where an opportunity is going to arise."

Gabriel has this advice for succeeding at every job: "Do your best at a job no matter what it is. Keep things in perspective as much as possible and don't let trivial matters become weightier than they really are. Each day find some enjoyment in what you do."



The Job Search Journey

OVERVIEW

Finding a job that is a good career fit for you is easier if you take it one step at a time. This chapter introduces you to the phases of the Job Search Journey, helps you get organized to succeed, and provides tips and advice for developing the right attitude for success.

OUTCOMES

- Describe the phases of the Job Search Journey.
- Get organized to begin your new job search.
- 3 Develop a good attitude for success.

CAREER ACTION WORKSHEETS

- **1-1:** Your Job Search Journey, page 19
- **1-2:** Organize and Start Your Career Builder Files, page 21
- 1-3: Proactive Success Action Plan, page 27

WHERE ARE YOU ON THE JOURNEY?



PHASE 1: Prepare for the Journey Step 1, The Job Search Journey
You are in Phase 1, Prepare for the Journey, at step 1, The Job Search Journey. Your goal in this chapter is to get an overview of the entire map and begin to get organized for your journey.

You are your own boss while you look for a job. Hold yourself accountable and report to work every day.

THE FIVE PHASES OF THE JOB SEARCH JOURNEY

Finding a job that meets your needs and uses your talents and skills is a journey. Like most journeys, it starts with YOU deciding to make the journey, planning for it, doing it, and finally reaching your destination, with lots of good stories to tell. Get ready for an exciting journey into your future as you search for your first or next job in your career field.

Your job search can be an exciting journey because:

- There are more options than you might realize
- The journey itself will lead you to know yourself even more
- The journey can lead to a job that will be a major part of your life, affecting how much you are paid, how much time you spend working, and how much you enjoy your time on the job

Exploring career fields and job opportunities will be an important part of your work life not only for your first job, but for your entire career. Career paths are rarely straightforward. Instead, your career path will evolve as you, and your situation, evolve: your interests and passions, your skills and experience, the economy, and your situation in life.

So whether this is your first job search or the start of a new path in your career, you owe it to yourself to get it right. No one will care more about your career than you do. If you are starting a new path in an existing career, review Chapter 14 to see options to grow your career in new ways. Use this text-book and this class to succeed in your job search—and make your career happen.

The **Job Search Journey** (Figure 1-1) has five phases. The five parts of this book correspond to these phases. In each part, you'll find advice and activities to help you succeed in that phase.

Figure 1-1 The Job Search Journey

PHASE 1: Prepare for the Journey

- The Job Search Journey
- Know Yourself to Market Yourself
- Picture Yourself in the Workplace

PHASE 2: Create Your Resume

- Plan Your Resume
- Write Your Resume

PHASE 3: Apply for Jobs

- Find Job Openings
- Write Job Applications
- Write Effective Tailored Cover Letters

PHASE 4: Shine at Interviews

- Know the Interview Essentials
- Prepare for Your Interview
- Interview Like a Pro

PHASE 5: Connect, Accept, and Succeed

- Stay Connected with Prospective Employers
- It's an Iterative Process
- Take Charge of Your Career

These are the phases and steps of a typical job search. The book is divided into five parts to match these phases, with chapters to address each step. Each chapter starts with this **Job Search Journey Map** as an indicator of what phase and step you will cover in that chapter as you proceed on your journey.

Getting Started

You are about to begin a new job search. The goal of your job search is to find:

- A career field that fits with your skills and interests
- A fulfilling job in your career field that will use your talents
- An employer who will value your work and pay you for it

 A team of people who will be a positive part of your work life

Start now to gather tools that will help you discover your "best fit" career—a career that will be exciting to pursue and that will play to your strengths. If you are already experienced with the Job Search Journey, review Chapter 14 first to understand options to grow your career further.

PHASE 1: Prepare for the Journey. A little prep work understanding your goals makes for a smoother journey, whether you have already chosen your target job title or are still exploring. Get organized, assess your strengths and workplace preferences, explore the breadth of jobs in your career field, and create your first marketing tools in this phase.

PHASE 2: Create Your Resume. Your resume is the image of you that prospective employers will see. Planning and crafting this document takes deep thought and careful work so that you can market yourself effectively.

PHASE 3: Apply for Jobs. Network and research to find job opportunities and openings through Warm Introductions, Career Network meeting, and Cold Leads. Apply by completing your Job Application Package, including job application, resume, and cover letter. Use your resume and cover letter to create a picture for prospective employers that shows how you can fit into their workplace.

PHASE 4: Shine at Interviews. Use strategies for getting interviews, prepare and practice for different types of interviews and interview questions, and write thank-you notes that will help prospective employers remember

you. Be ready for pre-employment tests and follow-up interviews.

PHASE 5: Connect, Accept, and Succeed. Follow up with prospective employers after your interviews to ensure they continue to see you as a prospective employee. Evaluate job offers and decide to accept the job or continue to look for a better job fit. Finally, when you accept a job in your career field, be prepared to shine as you adjust to your new job and begin to grow your career.



Your Job Search Journey page 19

ORGANIZE YOUR JOB SEARCH



Now is the time to create systems to organize the information you need on your Job Search Journey. Gathering this information now and making it easy to access quickly will help you be ready to write your resume and job applications as well as meet with people who can help you in your job search and, later, with prospective employers. Think of it as packing your suitcase for a trip.

What's the Difference Between a Job and a Career?

A **job** involves performing a designated set of responsibilities and duties for a specific employer.

A **career** encompasses a series of jobs in the same occupation or profession, either with the same company or with different companies. (*Career, occupation*, and *profession* mean the same thing.)

Your career is your life's work. Your major enables you to follow many different career paths, each with a wide variety of job opportunities. For example, Sandra is studying to become a registered pediatric nurse. She currently works as a licensed practical nurse in a nursing home (her job) and is pursuing a nursing career. Later, she could choose to train fellow nurses or work in a more administrative or management job. This would be a change in

her career path toward training or management. Leon works as a security guard (his job) while he studies criminal justice (his major). Although there are other career options with his criminal justice degree, his career goal is to become a federal air marshal or K9 officer.

You can read more about the differences between a job and a career, and what these differences can mean during your working life, in Chapter 14 (page 360).



© Dmitry Kalinovsky/Shutterstock.com.

Career Builder Files is the name for all the records you assemble and organize for your job search. These files have three sections, which are described below. See Figure 1-2 for examples.

- About Me: This section contains a collection of records, awards, information about you, your thoughts about jobs and your career, and drafts of your Personal Brand Statement.
- About Jobs: Use this section to track job leads, contact information for people you talk to, your research about career fields and job listings, and your draft job applications and resumes.
- Master Career Portfolio: In this section, collect documents you will share with others,

especially during interviews, such as your final resume and job applications, samples of your work, cover letters, and thank-you notes.

The Career Action Worksheets at the end of each chapter will help you gather the information you will need on your Job Search Journey. At the end of each Career Action Worksheet is a reminder to add your work to one of the three sections of your Career Builder Files.

As you pull together your Career Builder Files, both the items recommended here and others that you think are helpful, think about what these documents say about you. What picture do they paint? Where will you best fit into the workplace as you seek your next job as part of your long-term career?

Figure 1-2 Creating Your Career Builder Files

Here are examples of what you might add to your Career Builder Files so that all of your Job Search Journey documents are in one place and easy to find for this leg of your Career Journey. In most cases, you will keep only copies of these documents in your files.

About Me

Records of completion

- Your diploma(s) or degree(s)
- Your transcripts
- · Licenses, such as for forklift operation, real estate, or cosmetology

Documentation of Performance

- Performance reviews from past employers or internship managers
- Awards, such as for perfect attendance on the job and in school, academic accomplishments, employee
 of the month, participation in academic or career-related fairs or competitions
- Letters of recommendation or commendation
- Notes of thanks or praise for previous work and contributions

Samples of Your Work

- Your work, captured as drawings, photographs, website, or video
- · Writing samples for dramatic writing, technical writing, or general business writing

Legal or Government Records

- Proof of identity such as a copy of your social security card, birth certificate, passport, visas, and/or immigration forms such as green card or work permit
- Military records such as your discharge papers or military service awards

Personal Assessments

- Career Action Worksheets about you, from this textbook
- Results of recognized self-assessments such as the Myers Briggs Type Indicator or the O*Net Interest profiler at "My Next Move,"

Experiences

- Volunteer work
- Community and school projects
- List of jobs you have held, including your job titles
- Trips you have made that have broadened your life experience
- Notes from Career Network meetings

Your Personal Brand (see Chapter 2)

- Your Personal Brand Statement
- Your 30-Second Commercials

About Jobs

People, Their Contact Information, Title, and a History of Your Interactions

- People in your Career Network, including Warm Introductions (see Chapter 6)
- · Recruiters and Career Fair contacts
- Prospective employers, human resource contacts, hiring managers
- People who might provide a good recommendation or reference
- Mentors and advisors
- Professional, trade and industry organizations

Sources of Job Listings

- Websites that list jobs you can apply for, including your username and password
- Location of bulletin boards you can check for jobs
- · Publications that provide want ads
- · Names and addresses of job and career centers
- · Hidden job possibilities, insider tips, and jobs suggested by your network or research

Jobs You Want to Apply For

- List of jobs that are of interest, and their location or source
- · List of companies you would like to pursue
- Status of your job application process
- Job descriptions of those positions you will or have applied for

Job Application Documents

- Draft resume (see Chapters 4 and 5)
- Draft job applications and master application data sheet (see Chapter 7)
- Cover letter and customized drafts (see Chapter 8)
- Career Action Worksheets about jobs (at the end of chapters in this textbook)

Master Career Portfolio

Job Application Package (for each company and job that you apply to)

- Resume (all formats, see Chapters 4 and 5)
- Cover letter (see Chapter 8)
- Job application (see Chapter 7)

Recommendations and References (see Chapter 7)

Your 30-Second Commercials (see Chapter 2)

LinkedIn® Profile (a copy of it or your LinkedIn® URL and name) (see Appendix A)

Select Samples of Your Work

Set Up Your Career Builder Files

There are many parts and items to keep track of on your job search, so take the time to set up good systems to organize, store, and track the information you will need. When you need to act quickly, you'll be glad you can find the documents you need to print or photocopy.

How you organize your Career Builder Files will depend on the current format of these documents and your access to the Internet. Choose a system that you are comfortable using and that is secure and available to you at any time.

Some of the documents already exist, or are best stored, on paper. Keep these items in

an accordion folder with tabs. Keep the pages clean and neat (no dog hair or coffee stains) and invest in sheet protectors for certificates and other important documents that exist only on paper.

If you have regular, consistent access to the Internet, consider scanning and uploading your documents to a digital notebook or file-organizing website, software, or app, such as Evernote, OneNote, Dropbox, Google Docs, JibberJobber, or StartWire.

Pathbrite (pathbrite.com) is a website specifically designed for building your portfolio. Once you've set up a free account at Pathbrite, you can set up multiple portfolios, add "categories" to organize your content, and choose who can see your portfolios.

Whichever website, software, or app you use to organize your documents, be sure to do these things:

- Organize the documents into folders.
- Use descriptive folder names and obvious file names. Consider creating an index that will make it easy to find files and information, especially for hardcopy files.
- Invest in a flash drive and back up your digital files regularly. (Password-protect the flash drive.)
- Make sure your Career Builder Files are secure and confidential. Don't share your passwords with anyone. If you own a computer, keep your virus protection program up to date. Don't walk away from a computer you use in a public place, such as your school's computer lab. Be especially cautious about visiting questionable websites that could expose your files to computer viruses (such as earn-big-bucksby-working-at-home sites).
- Back up your files regularly.
- Use password protection to protect your personal information and avoid identity theft.

Once you start applying for jobs and going to interviews, things can move quickly. Organize your Career Builder Files so that you can manage it easily every day. Your email might offer a good option for managing some of your job search information, such as recording people's contact information, tracking which version of your customized Job Application Package you sent to each prospective employer (see Part 3), employer responses, interview details, follow-up requirements, and communications. You can even take notes about your phone conversations and thoughts about a job and then send these notes to yourself in an email.

Be sure to write a descriptive subject line for every email so that it catches the attention of the person you send it to and so that you can find it again.

If your email account is cluttered, or if your email address is not professional, consider opening a new account for your job search and career interactions. Be sure to:

- Use a professional name for your account (for example, nadia.basara@gmail.com, not sk8trgrl@gmail.com).
- Use labels or folders to sort the messages. Think through your organization system. For example, you might sort by company name or by month of your job search.
- Record your username and password in a secure place.
- Check this account every day!

CAREER ACTION

Complete Worksheet 1-2

Organize and Start Your Career Builder Files page 21

Real World Scenario 1-1

Jamie is fin-

ishing her associate's degree and has a parttime job. As she starts to look for a full-time job, she realizes that her desk is very disorganized. She missed paying a bill for her apartment and finally found it buried under some important class notes she thought she'd lost. (The business cards she'd been looking for since the career fair two weeks ago were also in the pile of paper.) Keeping up with followup phone calls for her job search, juggling her class and work schedule, and taking care of her day-to-day needs is harder than she thought it would be. She knows she needs a system to stay on top of everything.

What suggestions do you have for Jamie as she organizes her desk?

You, Online

Positive Support Using Social Networking

Social networking, both online and offline, will be a vital tool in your successful job search. Every chapter of *Your Career: How to Make It Happen* highlights ways to use social networking, specifically social media tools, to enhance your job search. If you were an employer, whose would you look at first: the resume of the job seeker your friend or business acquaintance told you about, or one from the long list of applicants who applied through a job board?

As you start your job search, set a goal to use your social networks to maintain a good attitude for success, to motivate yourself, and to find job leads:

 Post your defined, clear objective for your career goals on your online social media

- profiles. Make your goals SMART: specific, measurable, achievable, realistic, and time-sensitive.
- Post questions to start conversations with your networks and get Warm Introductions to job opportunities; for example, "Does anyone know someone in this field I could talk to?" and "What qualities do you think make me unique?"
- Stay away from discussing how difficult your job search is in any forum (except in trusted, close relationships). Project an upbeat attitude.

Your social network gives you back what you put into it. It can reinforce your positive outlook—or it can drown you in negativity with well-intended empathy. Use your networks to motivate you and reinforce your own positive thinking.

DEVELOP A SUCCESSFUL ATTITUDE



A Job Search Journey is hard work, and there will be lots of bumps in the road along the way. A positive outlook and positive behaviors can help you stay focused so that you can effectively market yourself to prospective employers.

Maintain a Positive Outlook

Research has shown that a positive outlook can have a powerful effect on personal performance, confidence, and even health. Follow the tips below to stay positive during your Job Search Journey.

Positive Thinking and Behavior

Positive thinking is making a conscious effort to be optimistic and to anticipate positive outcomes. **Positive behavior** is purposely acting with energy and enthusiasm. When you think

and behave positively, you guide your mind toward your goals and generate matching mental and physical energy. Use positive self-talk; for example, "I did a good job on that report" or "I can do this." Avoid self-critical thinking such as "I'm really nervous about this phone call." Avoid uncommitted language such as "I'll try." Plan to do it.

Positive thinking actually causes changes in the brain that boost your ability to perform and to project enthusiasm, energy, competence, and confidence—qualities that companies look for when they hire and promote employees. A positive attitude is positively infectious!

Positive Visualization

Positive visualization is purposely forming a mental picture of your successful performance and recalling the image frequently. The act of visualizing the successful performance of a skill or an activity in detail increases learning and skill development.

MAKE IT A HABIT

Start with a Positive Attitude

Your Job Search Journey will be an exciting and challenging time. You will be managing new tasks on top of an already busy schedule, while at the same time feeling the thrill of taking power into your own hands for your future. Every day, make it a habit to reaffirm feelings of excitement and confidence as you move forward on this journey. Post your favorite affirmations in places where you will see them often. Here are a few affirmations to get you started:

- I have the power to succeed.
- I will create happiness and success.
- I can make my own choices and decisions.
- I can choose to make changes in every area of my life.
- I am satisfied that I have done my best.
- I have a plan for the future, and my plan is open to change.

- I will not give up on myself.
- I have the power to succeed. (End your pep talk by repeating the first sentence—it says it all.)

Don't be shy about starting your day with a pep talk. Add your own sentences and repeat them to yourself throughout the day. Forming this habit will help you during challenging times throughout life.



nfng/Shuttersto

To strengthen your performance, practice visualizing yourself achieving your career goals with confidence and ease.

Strong Self-Esteem

Projecting confidence requires healthy **self-esteem**, a belief in your abilities and your worth. It is easier to project a confident, competent image when you feel good about yourself.

To build and maintain your self-esteem, surround yourself with a positive environment (positive people, activities, hobbies, reading, and entertainment).

Taking care of your body, mind, and spirit also boosts your self-esteem. Looking and feeling your best boosts your confidence, and others are more likely to respond positively to you.

Doing what you love is a constantly changing journey that will last a lifetime.

Set Goals for Your Job Search

Companies stay in business by setting and achieving goals (for example, increased sales, new product development, and lower production costs). Successful job seekers also set goals and work to achieve them. Follow these steps to focus your efforts on achieving your goals.

 Set long-term and short-term goals. More ambitious goals such as earning your college degree require more time and are called long-term goals. Your short-term goals are accomplishments you want to achieve more quickly, such as assembling

CAUTION Take Charge of Your Career Right Now

Many factors in your job search are not under your control, but one thing certainly is—the effort you make to stand out from the crowd every step of the way. To get an edge over other job seekers, (1) set personal goals for this class and for your job search, (2) believe in your drive and commitment to achieve your goals, and (3) use this class and textbook to succeed.

Your Career: How to Make It Happen is filled with practical, realistic advice and actions. When you read each chapter, think about how you can apply the information and advice to your goals and situation. Complete the Career

Action Worksheets and be sure to set up and maintain your Career Builder Files. Use the websites that support the textbook.

Set a goal today to use all the resources available to you and to take charge of your career!



your Career Builder Files. Short-term goals include many tasks that you need to complete to achieve a goal, typically in the next few days or next week.

- Define your goals clearly in writing. Experts say that writing down your goals strongly increases your likelihood of achieving them. Written goals increase your sense of commitment, clarify the steps and tasks you need to take, and help you remember important details. Use short, specific statements that you can aim for (for example, "Turn in my college application by August 1"). Avoid vague goal statements such as "I will earn more money this year." To help you clarify vague statements, ask yourself questions that define when, where, why, and how such as "How much money do I need to pay my current bills?" and "What is something I would like to use extra money for?"
- Define the purpose and benefit of your goals. Link your goals to a realistic, practical, and specific purpose that benefits you. Then add a stretch goal—something you

- want and that could become a reality if you challenge yourself. To boost your motivation, set high goals that inspire you, whose results you are really excited to achieve.
- Develop an action plan, set deadlines, and act. Divide each goal into logical, progressive steps. Set deadlines and priorities for completing each step. Complete the steps on time.
- **Identify your Career Network.** Examples include your instructors, books that motivate you, and the people who want you to succeed and will encourage you to persevere. Share your goals with others to ensure that you have someone to ask for help when you need it and to increase your sense of responsibility. Identify ways to relax or de-stress when you feel down or overwhelmed.
- Record your progress. It may seem simplistic, but a long series of check marks on a list can motivate you by providing a sense of accomplishment. Don't get discouraged if you miss an occasional short-term goal stay focused on your long-term goal.

- Reward yourself. Rewards are motivators. Do something nice for yourself as you progress toward achieving your goals.
- Evaluate your goals and adjust as necessary. Evaluate your progress toward achieving your goals. Experiment with new methods if you're not getting the results you want or if circumstances or priorities change your goals.

Here are some templates for goals that you can set.

- Spend _____ hours a day/week finding job leads.
- Apply for ______jobs each week/month.
- Complete Phase 1 of my Job Search Journey by _____ [date].
- Complete Phase 2 of my Job Search Journey by _____ [date].
- On the first day of each ______ [week/month], review what I learned from Phases 3 and 4 of my Job Search Journey and adjust my plans based on what I learned.
- Read _____ pages of Chapter 14, "Take Charge of Your Career," every [day/week].

To help you achieve your goals, try some of the time management tips from the next section.

Manage Your Time

Your Job Search Journey may feel like a fulltime job. In some ways it is! Even if you are going to school and working, you owe it to yourself to spend enough time on your job search. After all, the job you land will affect where you spend your time, energy, and talents for many years to come.

Time management is an important personal and professional skill. Everyone has 24 hours every day. Successful people learn to make the most of their time by establishing their priorities, setting goals, and using organizational strategies and tools.

- Decide which activities are important and make sure they get done. Plan ahead to avoid doing everything at the last minute.
- Break large projects into small, manageable steps.
- Expect everything to take three times longer than you think it will take.
- Use small amounts of time productively by keeping your task list with you. When you find you have an extra few minutes, take a quick look at your task list and do at least part of a task on your list. Small steps add up!
- Get into the habit of using a planner or calendar (digital or hard copy).
- Make regular appointments with yourself or with a trusted mentor or friend to review your progress and adjust your plans so that you can reach or exceed your personal goals.
- Avoid doing work that makes you feel busy but is not focused on achieving your goals. Cut back on your other commitments or free time if you need to.
- Celebrate when you reach every goal. Do something that energizes you for the next phase of the journey.

Real World Scenario 1-2 Alex knows

he needs a better job, but he's overwhelmed by the idea of *looking* for a job. It seems like there are a lot of challenges working against him, including the debt he incurred paying for his family's basic needs while he went back to school. He's worried about how long it may take to find a new job—and it seems like he needed one yesterday. His cousin told him, "Just do it. Start somewhere and see where that takes you." Alex has made that his motto and is moving forward, one step at a time.

What do you think of Alex's motto? Can you imagine your Job Search Journey as a series of small, achievable steps? What resources do you have to feel positive about starting this journey?

Be Proactive

In his world-acclaimed book 7 Habits of Highly Successful People, Stephen Covey emphasizes that the way people typically approach challenging situations and tasks is a major determinant of their career success.

People who use a **proactive approach** to situations boost their careers by focusing on solving problems, taking positive actions, and taking responsibility for their actions. People who use a **reactive approach** sabotage their success by focusing on problems instead of solutions and by avoiding difficult situations.

Using proactive skills leads to many career benefits, such as positive work relationships, improved work performance, better problem-solving skills, increased motivation, and enhanced self-esteem. Practice your best proactive thinking and behavior while you are on your Job Search Journey.



CAREER ACTION

Complete Worksheet 1-3

Proactive Success Action Plan page 27

Chapter Checklist

Check off each item you can do. Reread sections in this chapter to help you complete the checklist.

Name and explain the phase that best describes where I am today in my Job Search Journey. Name and describe the next job search phase.
Plan and organize my job search by collecting and organizing my records and choosing a method to keep track of communications. 2
Describe my plan for further developing and maintaining a good attitude during my Job Search Journey. 3
Put my long-term and short-term goals in writing, with concrete steps to achieve each goal. 3
Describe a few tips to help me manage my time even better during my Job Search Journey. 3
Practice proactive skills that demonstrate a positive attitude and a focus on solving problems. 3

Critical Thinking Questions

- **1.** What is the value of knowing about the phases and steps for a job search? **1**
- **2.** Why is it important to organize your records for your job search? **2**
- **3.** How will your Career Builder Files help you succeed in your Job Search Journey? What tools will you use? How will you get started? **2**
- **4.** What effects do positive and negative thoughts, images and self-talk have on performance? **3**
- **5.** How would you rate your ability to set goals, manage your time, and be proactive? Would you rate your skills as excellent, good, or needing improvement? What specific actions can you take to stay strong or improve these skills? **3**

Additional Resources

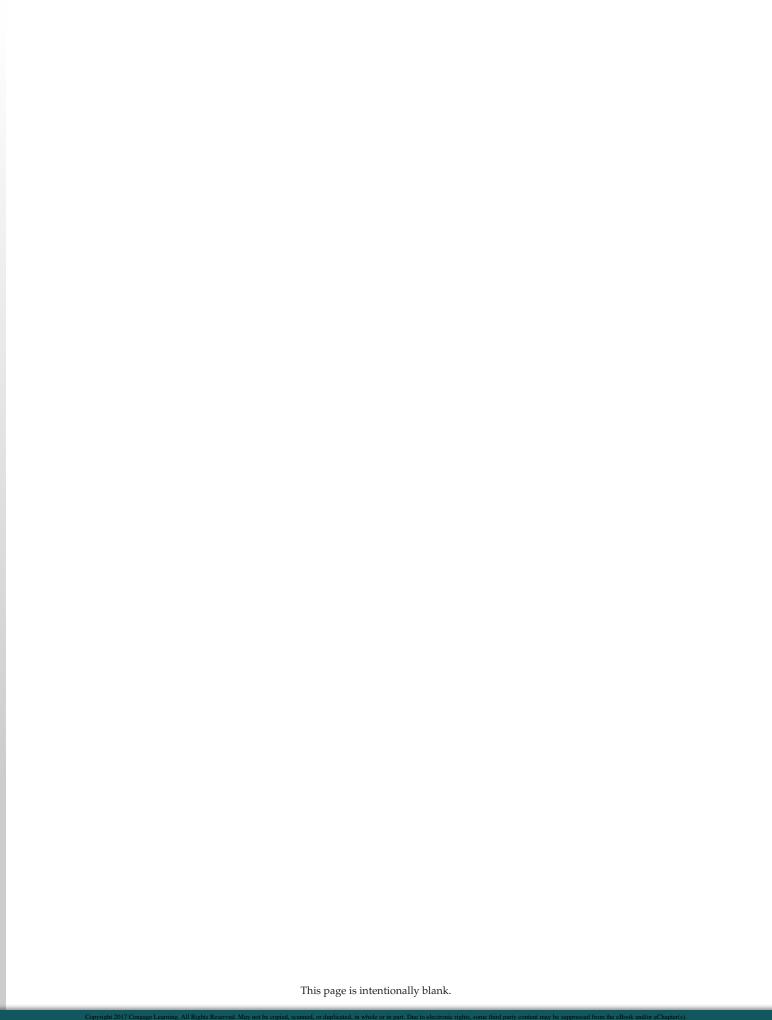
For data files, career resources, and more, visit www.cengagebrain.com.

Trial Run

Get Off to a Good Start

The beginning of your job search is a good time to evaluate some of the skills and attitudes that will help you have a successful journey. Read these statements and rate yourself using the following scale:

Rating Scale: 1 to 4 (1 = not really; 2 = sometimes/somewhat; 3 = usually; 4 = definitely)
A. I tend to be a positive person.
B. I like spending time with positive people.
C. I spend time thinking about my goals.
D. I have a written list of goals with the dates I want to achieve them.
E. When I have something complicated or important to do, I break the task into smaller steps.
F. If something goes wrong, I try to figure out what I could have done differently.
G. If I don't understand something, I'm willing to ask for advice.
H. I tend to keep my files well organized at home and school.
I. I use time management strategies to help me get things done and do them on time
J. I feel positive about the future.
For your high-scoring statements, consider offering your help to others in these areas.
My high-scoring statements (list from 1 to 3 statements):
Which low-scoring statements do you think will have the most negative effect on you during your Job Search Journey (list from 1 to 3 statements)?
Write a goal for improving in those areas. Find someone—friend, mentor, family member classmate, instructor—who might be able to help you improve.
My improvement goal:
Who might help me with the low-scoring statements?

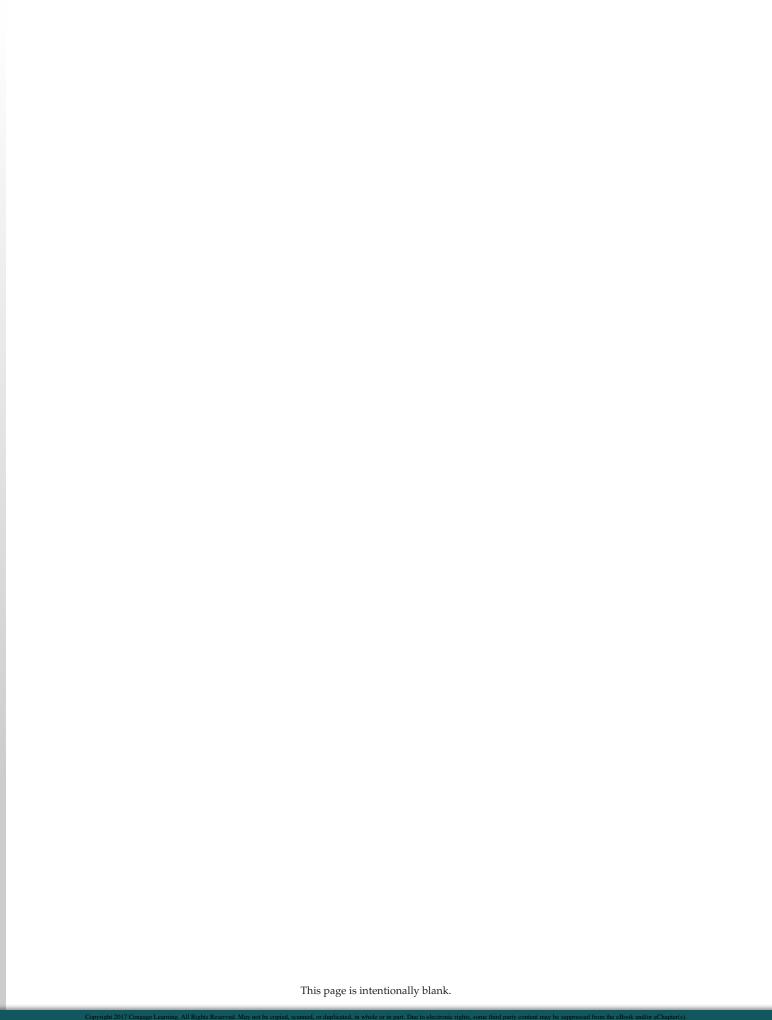


CAREER ACTION WORKSHEET

1-1 Your Job Search Journey 1

You are on a journey to find your next job (or your first job!) in a career field that you have chosen. As with any journey, it helps to know the parts of the route you will take. Build your understanding of your route by trying this experiment.

- **1.** Without looking in the book, name as many of the five phases of the Job Search Journey as you can remember.
- **2.** Now grade yourself using Figure 1-1 on page 5. How many of the five phases did you remember?
- **3.** Try one more time on a blank sheet of paper. Did your score improve?
- **4.** Most of us get better with practice. Flag Figure 1-1 in your book. Look at the map often to see how far you have advanced on your Job Search Journey.



CAREER ACTION WORKSHEET

1-2 Organize and Start Your Career Builder Files 2

Start your Career Builder Files. First, choose the location for your files using the following tips:

- Online Options and Considerations
 - o Can give you access to your files from any computer anywhere you have Internet access.
 - If you use an online file-organizing system like Pathbrite, you can search digitally to find your files relatively quickly. Create three portfolios called About Me, About Jobs, and Master Career Portfolio.
 - Email is easy to search by name, content, and date. If you use Gmail, you also have access to Google Calendar and Google Drive to organize your documents and appointments.
- Offline Options and Considerations
 - Some documents, such as a photocopy of your driver's license, may be easiest to keep in hard copy format.
 - You could use an accordion folder or large three-ring binder, divided into About Me, About Jobs, and Final Portfolio sections. You'll need a three-hole punch or lots of sheet protectors. Create an index that lists the documents behind each tab.

Now, inventory your existing files. In the table on the following page, add the letter, number, or name of the tab in the accordion folder, binder, or online portfolio where each document is stored. For any document you do not have yet, note in the comments section the relevant chapter to refer to for that item. Throughout your Job Search Journey, add files to the appropriate section of your Career Builder Files. Your Master Career Portfolio section will likely be empty at the beginning of your Job Search Journey and will become more complete as you go through each phase.

The following table will become the Table of Contents for your Career Builder Files.

Create an inventory of documents for your Career Builder Files	Need it	Have it	Where I put it	Comments
About Me Section				
Records of completion				
High school transcript				
College transcript				
Diplomas				
Copy of certifications or course completion				
Licenses (especially if related to your field)				
Documentation of Performance				
Awards, such as for perfect attendance on the job and in school, academic accomplishments, employee of the month, participation in academic or career-related fairs or competitions				
Performance reviews from past employers or internship managers				
References (about your skills and performance)				Chapters 4 and 5
Recommendations (about your character), including notes of thanks or praise for previous work and contributions				Chapters 4 and 5
Samples of Your Work				
Your work, captured as drawings, photographs, website, or video				
Writing samples for dramatic writing, technical writing, or general business writing				
Proof of Identity				
Driver's license				
Green card or immigration status				
Military service records				
Social security card				

Create an inventory of documents for your Career Builder Files	Need it	Have it	Where I put it	Comments		
Personal Assessments						
Career Action Worksheets about you, from this textbook						
Results of recognized self- assessments such as the Myers Briggs Type Indicator or the O*Net Interest profiler at "My Next Move"				Chapter 2		
Experiences						
Volunteer work				Chapter 2		
Community and school projects				Chapter 2		
List of jobs you have held and your job titles				Chapters 4 and 5		
Trips you have made that have broadened your life experience				Chapter 2		
Notes from Career Network meetings				Chapter 6		
Your Personal Brand						
Your Personal Brand Statement				Chapter 2		
Your 30-Second Commercials				Chapter 2		
	About Jobs Se	ection				
People, Their Contact Information, Title, and a History of Your Interactions (note when and how you met them and keep track of all email and phone conversations; Excel may be a useful tool for keeping a log)						
People in your Career Network, including Warm Introductions				Chapter 6		
Recruiters and career fair contacts				Chapter 6		
Prospective employers, human resource contacts, hiring managers				Chapters 9 through 11		
People who might provide a good recommendation or reference				Chapters 4 and 5		
Mentors and advisors						
Professional, trade and industry organizations				Chapter 6		

continued

continued

Create an inventory of documents for your Career Builder Files	Need it	Have it	Where I put it	Comments	
Sources of Job Listings	Sources of Job Listings				
Websites that list jobs you can apply for, including your username and password				Chapter 6	
Location of bulletin boards you can check for jobs				Chapter 6	
Publications that provide want ads				Chapter 6	
Names and addresses of job and career centers				Chapter 6	
Hidden job possibilities, insider tips, jobs suggested by your network or research				Chapter 6	
Jobs I Want to Apply For					
List of jobs that are of interest, and their location or source				Chapters 3 and 6	
List of companies you would like to pursue				Chapter 3	
Status of my job application process				Chapter 7	
Job descriptions of those positions I will or have applied for				Chapter 7	
Job Application Documents					
Your draft resume				Chapters 4 and 5	
Draft job applications and master application data sheet				Chapter 7	
Cover letter and customized drafts				Chapter 8	
Career Action Worksheets about jobs					

Create an inventory of documents for your Career Builder Files	Need it	Have it	Where I put it	Comments		
Master Career Portfolio Section						
Job Application Package (for each company and job that you apply to)						
Resume (all formats)				Chapters 4 and 5		
Cover letter				Chapter 8		
Job application				Chapter 7		
Recommendations and References (see Chapters 4 and 5)						
Your 30-Second Commercials (see Chapter 2)						
LinkedIn® Profile (a copy of it or your LinkedIn® URL and name) (see Appendix A)						
Select Samples of Your Work						

Add your completed work to your Career Builder Files as the first page.