

You're HIRED!

A Strategic Guide to Your Successful Outcomes

**Brought to you by volunteers from:
Career Prospectors and
St. Michael's Jobs Assistance Ministry (JAM)**

Topics to be Covered

- **Shift Your Focus**
- **Job Assistance Groups**
- **The Job Search Process:**
 - Personal Profile
 - Career Objectives
 - Professional Summary
 - Marketing Plan
 - Networking
 - Action Plans
 - The Interview and After
 - Take Care of Self
- **Resources Available**
- **Key Take-aways**
- **Next Steps**

***Obstacles are like wild animals.
They are cowards but they will bluff you if they can.***

***If they see you are afraid of them...
they are liable to spring upon you;***

***but if you look them squarely in the eye,
they will slink out of sight.***

-Orison Swett Marden

SHIFT YOUR FOCUS

The job loss is in the past...

**A NEW BEGINNING
is in the present!**



Key Leaders



Charlie Wood



Ed Landry



Job Assistance Groups

- **Career Prospectors – West End**

Three Chopt Presbyterian Church, 9315 Three Chopt Rd

Meets every Tuesday morning starting at 7:30am - just show up

- **Jobs Assistance Ministry (JAM) – West End**

Saint Michael's Church, 4491 Springfield Rd, Glen Allen

Meets every Wednesday at 11:30am - just show up

- **Needles Eye Ministry – *faith based* – Near West End**

104 Berrington Court, Richmond (near Carytown) | 804-358-1283

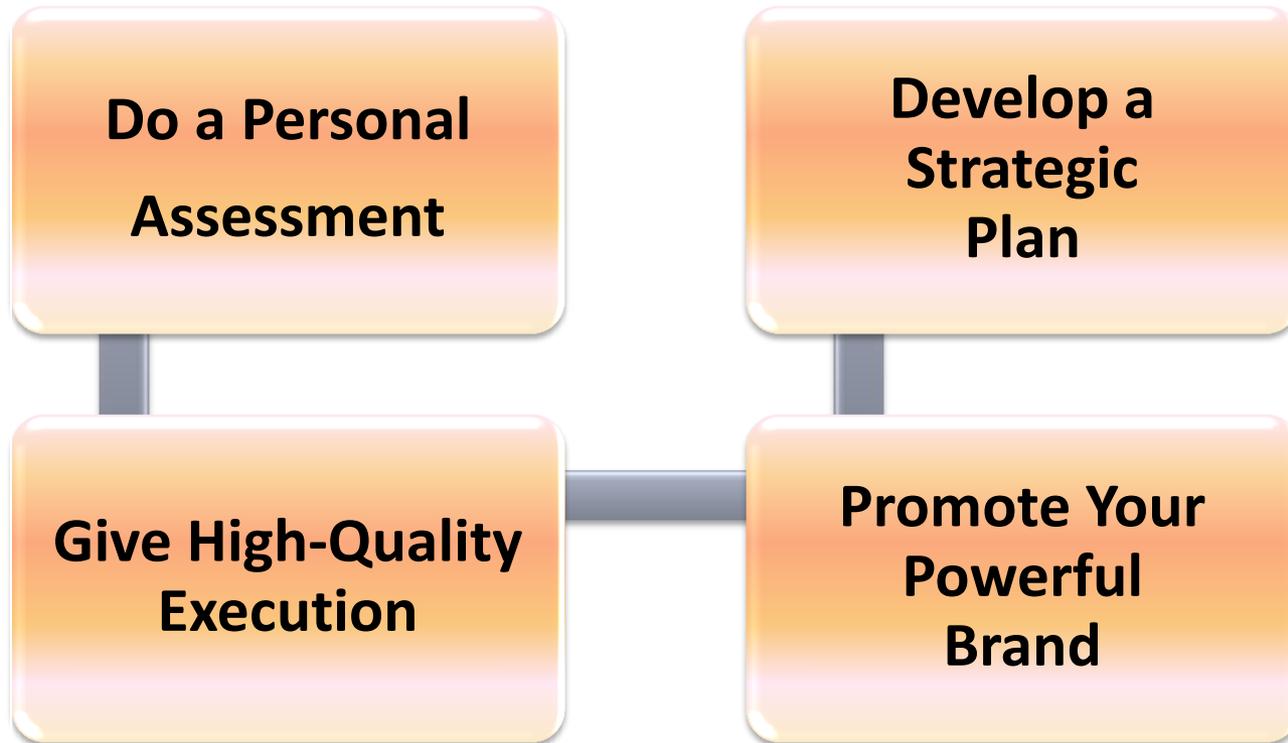
Meets Tuesdays & Thursday at 2:00pm, and Wednesdays at 7am - just show up

Strategic Clubs and Volunteer Forums

- **Accountability Club:** peer led support group for advice / resources to help you stay disciplined to the job search process – invitation only.
 - Three Chopt Accountability Club
 - River Road Accountability Club
- **Volunteer Opportunities:** forums to build skills, enhance profile / resume credentials and give back.
 - Workshops
 - Career Exposition / Fairs
 - Non-profit volunteering



You are Your Own Company: A Superb Investment



Job Search System



The Job Search Process

Deliverables

Develop Personal Profile

Values
Vision
Ideal Career
Personal Assessment

Establish Career Goals & Objectives

Professional Summary

- Results of Assessment
- Vision Statement
- Personal Introduction/ Brand

Create Resume and On-line Presence

Cover Letter & Resume
On-Line Presence

Deliverables

Develop Marketing Plan and Actions

Marketing Plan
Target Companies

Network Targets

List of Contacts
Tracking Tool

Action Plans

Weekly Action Plans
Measure and Adjust

Deliverables

Prepare for The Interview

Company Research
S.O.A.R. Stories
Mock Interviews
Copies of Resume

The Interview/After

Interview Do's & Don'ts
After The Interview

Take Care of Self

Rest and Recharge

Personal Assessment

**KNOW YOURSELF better
than anyone you know or
anything you own!**

Love to Do

Good At

Differentiates You

Value (\$) of Your Services

Contribute and Share

Personal Profile/Positioning Statement

- **Components of a Personal Profile / Introduction**

- Your Values
- Your Vision for the Future
- Your Ideal Career
- Your Personal Introduction / Elevator Speech
 - What **VALUE** do you bring to a company?
 - What can you **bring** to the table? What are your skills / competencies?
 - Can you say in **30 seconds** or less?



- **Think of yourself as a product –**

- do you know the needs of your customer?
- how will you attract the customer to you?
- what will make the customer stop and invest their money?

The Job Search Process

Deliverables	Develop Personal Profile	Establish Career Goals & Objectives	Create Resume and On-line Presence
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Deliverables	Marketing Plan Target Companies	List of Contacts Tracking Tool	Weekly Action Plans Measure and Adjust
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Deliverables	Company Research S.O.A.R. Stories Mock Interviews Copies of Resume	Interview Do's & Don'ts After The Interview	Rest and Recharge

Establish Career Goals & Objectives

- **Professional Summary:**
 - Results of your Personal Assessment
 - Vision Statement
 - Personal Introduction / Elevator Speech / Brand



Your Personal Brand Toolkit

- **Personal Brand Toolkit:**
 - Summary of experience & skills
 - Professional
 - personal image
 - online photograph
 - email address (sallybsmith@gmail.com)
 - Facebook, Twitter accounts
 - business cards



Your Tools - Business Cards

- **Business Cards:**
 - Full Name
 - Telephone number (one number, *appropriate* voice mail message)
 - Email address (use a *professional* address)
 - LinkedIn Public Profile address / URL
(*edit* it to make it just your name, not numbers)



The Job Search Process

Deliverables	Develop Personal Profile Values Vision Ideal Career Personal assessment	Establish Career Goals & Objectives Professional Summary <ul style="list-style-type: none">• Results of Assessment• Vision Statement• Personal Introduction/ Brand	Create Resume and On-line Presence Cover Letter & Resume On-Line Presence
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	Prepare for The Interview Company Research S.O.A.R. Stories Mock Interviews Copies of Resume	The Interview/After Interview Do's & Don'ts After The Interview	Take Care of Self Rest and Recharge

Cover Letter

- When used, turn a dull cover letter into...

An Engaging and Inviting SALES Letter

- Attention Grabbing
- Clear and Concise
- Compelling to an Employer –
compels them to call YOU!



Your Tools - Resume

- **Your Resume:**
 - Markets Your **Brand**
 - Purpose is to get an **INTERVIEW**
 - States **ACHIEVEMENTS** not job responsibilities
 - Has **ACTION** verbs
 - Quantifies **RESULTS**
 - Is no more than 2 pages
 - Is in a **CHRONOLOGICAL** resume format unless you have a compelling reason to do otherwise
 - **Does NOT have grammatical errors / typos**



Proofread, proofread, proofread before sharing

Your Tools - Resume - cont'd

- **A recruiter will:**
 - See your resume
 - Only if selected from an **online key word search**
 - Was **selected** by the robust **software** reviewing your resume
 - Review your resume in **10 seconds or less**
- **You will:**
 - Carefully review the job description
 - Include **keywords and phrases** the recruiter / software is using for the profile search
 - Place key words **on first page** of resume; avoid abbreviations
 - Submit resume in **Word** vs. PDF file for **ease of software scanning**
- **Build your resume from your success stories:**
 - **JAM Resume Writing Guide**
 - **Request a JAM Resume Review**

Your Tools – Promoting Your Brand to the World

- **What does your Online Image project about You?**
 - **Online Personal Brand:**
 - LinkedIn / Photo
 - Meetup (Career Prospectors)
 - Twitter / Google+ / Facebook
 - Blog Posts / Discussion Boards
- **Remember, employers can easily find information and form an opinion (positive or negative) about you.**



Your Tools – Promoting Your Brand to the World – con't

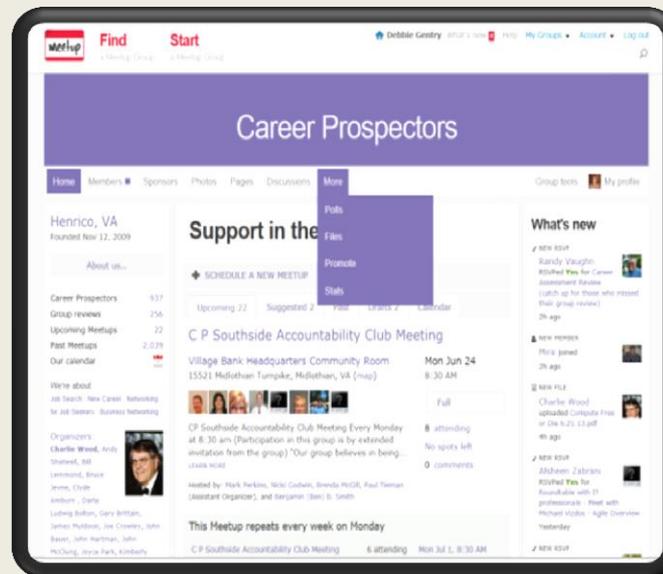
- **Power of LinkedIn: get NOTICED and CONNECTED to PEOPLE and RESOURCES around the world**
 - Build a **NETWORK** of professionals & organizations
 - Use extensive **JOB BOARD**
 - Learn about other **COMPANIES** in diverse industries
 - Leverage tools to find and reach **BUSINESS LEADERS, HIRING MANAGERS, RECRUITERS**
 - Reconnect with colleagues and classmates to find the **HIDDEN AND UNADVERTISED JOBS**, get advice, referrals, and much more
- **Get Found: Most popular social network used by recruiters and employers to find job candidates!**

Your Tools – Promoting Your Brand to the World – con't

- **Power of LinkedIn:**
 - **Advertise your online brand.** Dependency on social recruiting boom means you need to be effective and efficient about your profile to attract recruiters to you
 - **Create a powerful presence.** Convey a professional snapshot that conveys why you should be contacted
 - **Don't hesitate.** Have fun finding people who work in companies where you want to work and can get to know them
 - **Activate your network.** Stay in touch with people you've met professionally to help you uncover potential job leads / contacts
 - **Don't be a needle in a haystack.** Get your resume pulled out of the stack of the 100s of others by contacting someone you know in the company, or someone a contact of yours knows
 - **Optimize LinkedIn connections / tool features:** Find companies / people who hire for what you want to do

Your Tools – Meetup

- **Leverage Meetup:**
 - Meetup Groups** help people:
 - build their network
 - learn, teach, and share
 - make friends and have fun
 - be a part of something bigger - both locally and globally



Your Tools – Meetup

Meetup Find a Meetup Group Start a Meetup Group

Debbie Gentry What's new Help My Groups Account Log out

Career Prospectors

Home Members Sponsors Photos Pages Discussions More Group tools My profile

More
Polls
Files
Promote
Stats

Henrico, VA
Founded Nov 12, 2009

About us...

Career Prospectors 937
Group reviews 256
Upcoming Meetups 22
Past Meetups 2,039
Our calendar

We're about:
Job Search · New Career · Networking for Job Seekers · Business Networking

Organizers:
Charlie Wood, Andy Shotwell, Bill Lemmond, Bruce Jevne, Clyde Amburn, Darla Ludwig Bolton, Gary Brittain, James Muldoon, Joe Crowley, John Bauer, John Hartman, John

Support in the

+ SCHEDULE A NEW MEETUP

Upcoming 22 Suggested 2 Past Drafts 2 Calendar

C P Southside Accountability Club Meeting

Village Bank Headquarters Community Room
15521 Midlothian Turnpike, Midlothian, VA (map)

Mon Jun 24
8:30 AM

Full

8 attending
No spots left
0 comments

CP Southside Accountability Club Meeting Every Monday at 8:30 am (Participation in this group is by extended invitation from the group) "Our group believes in being...
LEARN MORE

Hosted by: Mark Perkins, Nicki Godwin, Brenda McGill, Paul Tieman (Assistant Organizer), and Benjamin (Ben) B. Smith

This Meetup repeats every week on Monday

C P Southside Accountability Club Meeting 8 attending Mon Jul 1 8:30 AM

What's new

NEW RSVP
Randy Vaughn RSVPed Yes for Career Assessment Review (catch up for those who missed their group review)
2h ago

NEW MEMBER
Mira joined
2h ago

NEW FILE
Charlie Wood uploaded Compute Free or Die 6.21.13.pdf
4h ago

NEW RSVP
Afsheen Zabrani RSVPed Yes for Roundtable with IT professionals - Meet with Michael Vizdos - Agile Overview Yesterday

NEW RSVP

The Job Search Process

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Your Tools – Marketing Plan

- **Market Research:**
 - What do you **want** to do?
 - Identify 3 jobs titles that match your skills and abilities
 - Identify at least 20 companies that hire people who do what you do and that are located in the geographic area where you want to work
 - Can't find 20 companies? Expand the job title / redefine it - try again
 - Still can't find 20? Rethink your plan or expand your geography
- **Build your Marketing Plan and target companies:**
 - **Target** companies, industries
 - **Individuals** you want to talk to
 - See samples in our online library:
<http://www.box.net/shared/c7k118ze4x> ???



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It Takes a Community to Find Your Next Job



Power of NETWORKING

- **80%** or more of all jobs come through person-to-person networking
- You should only be spending about 2 hours per week looking for jobs online
- Automate your search of the job boards with “search agents”
 - Indeed.com
 - SimplyHired.com

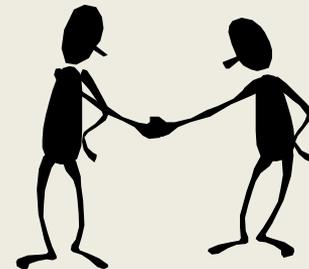


NETWORKING Do's and Don'ts

- **Do build your networking skills** - practice your pitch, develop confidence talking to others
- **Ask about the other person** - Don't start talking about yourself. Spend more time listening than talking; you will get your turn
- **Do NOT ask for a job** - Do NOT ask if someone knows of a job - this is the quick way to push people away
- **Do seek information, opinions, advice** -
 - About an industry / company
 - How your skills might apply in a certain industry
 - What it's like to work in a certain company
 - The needs and challenges a company / industry faces

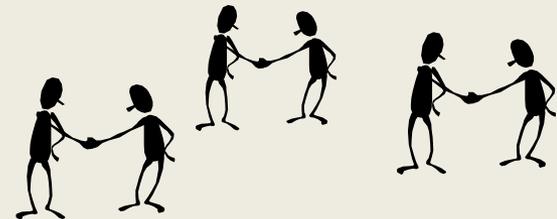
NETWORKING Do's and Don'ts – cont'd

- **Do ask good questions** to demonstrate your interest and acumen
- **Do keep up with current affairs** so you can talk about what's in the news
- **Do research** what's happened recently at your target companies
- **Do go to formal / informal forums** that give you an opportunity to meet others who might lead you to people in your target companies



NETWORKING Do's and Don'ts – cont'd

- **Do go to the meetings** of any group at least two or three times, or more, to get to know the people and for them to get to know you
- **Do use group meetings** to meet people you want to follow up with for one-to-one conversations later
- **Do be SPECIFIC** when communicating to others what you're looking for - give 2-3 company names, 2-3 names of specific people from your targets in your Marketing Plan



NETWORKING Do's and Don'ts – cont'd

- **Do find coaches / mentors** to get practical insights, help develop / refine your strategies, practice techniques, and keep you from losing your edge



- **Do look for ways to pay it forward**
 - **Helping others** is one of the best way to leverage a skill, to develop your network and to find opportunities
 - Developing a **positive reputation** for helping others will get you help in return
 - Advertises your **personal brand** in the community

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The Interview/After

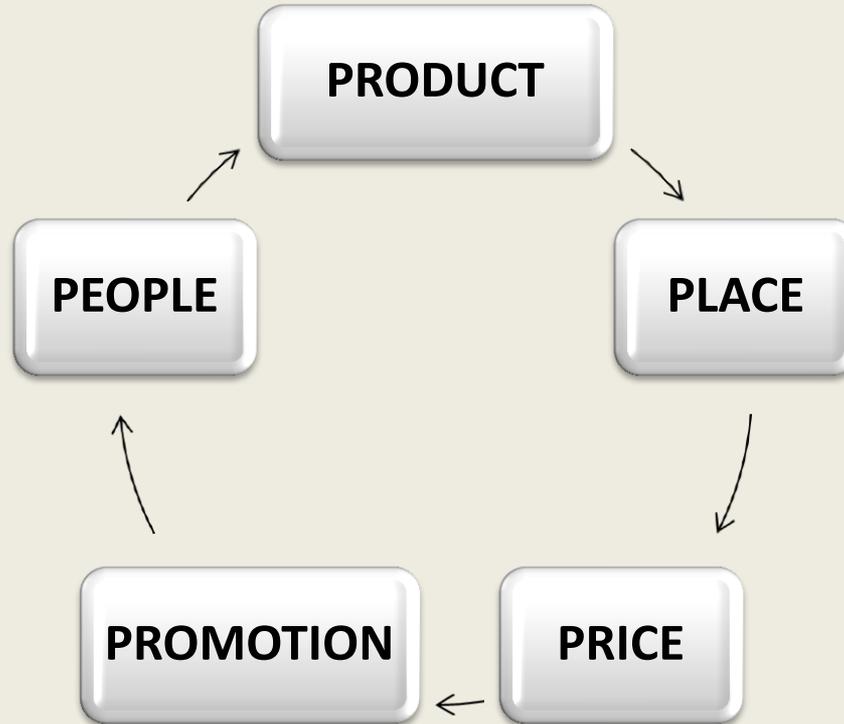
Interview Do's & Don'ts
After The Interview

Take Care of Self

Rest and Recharge

Action Plans

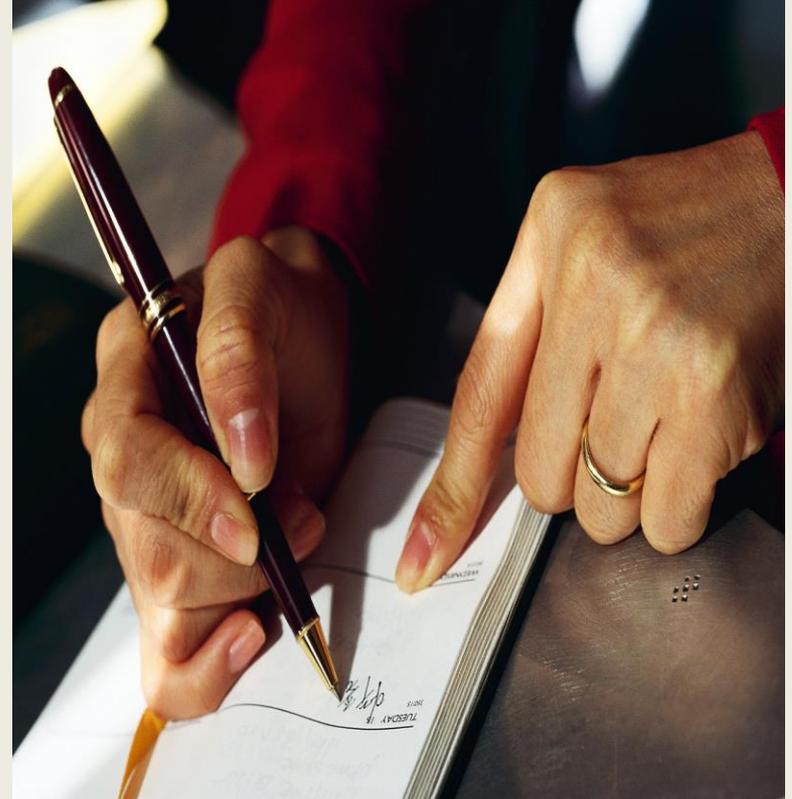
- Think of yourself as a product – your five “Ps”



- Use **Targeted** marketing - know by whom you need to become known and target your actions to get their attention

Weekly Action Plans

- Create a daily **schedule**
- **Set goals** of how many people you will contact and/or meet each week
- Seek **networking / volunteer** opportunities
- **Measure progress** and adjust accordingly



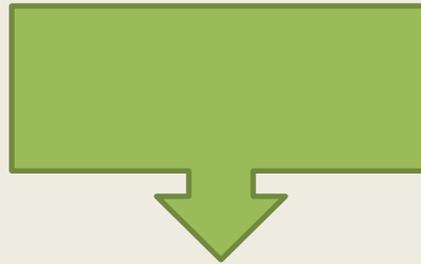
How Long will it Take to Land a Job?

- **Answer: *it depends...***
 - On how **diligently** you apply yourself to an effective job search strategy
 - The **kind of job** you're looking for
 - How **flexible** you are about your alternatives
 - Kind of work
 - Schedule (full / part-time, contract)
 - Compensation (hourly / annual salary, commission)
 - Location



How Long will it Take to Land a Job?

- **Answer: *it depends...***
 - **The consistent ACTIONS** you take to
 - Get answers, help, resources and tools
 - Uncover the places you need to be at
 - Get to know the people you need
 - Go where you want to go to...



Land the JOB that adds to your life!

The Job Search Process

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Prepare for The Interview

- **Research** the company – use network for insights
- Tailor your accomplishment (**S.O.A.R.**) stories to the position and the company
 - **Situation**
 - **Obstacle**
 - **Action**
 - **Results**
- Find out who will be conducting the interview and research them
- **Prepare** 3 – 5 relevant questions to ask
- Bring extra copies of your resume



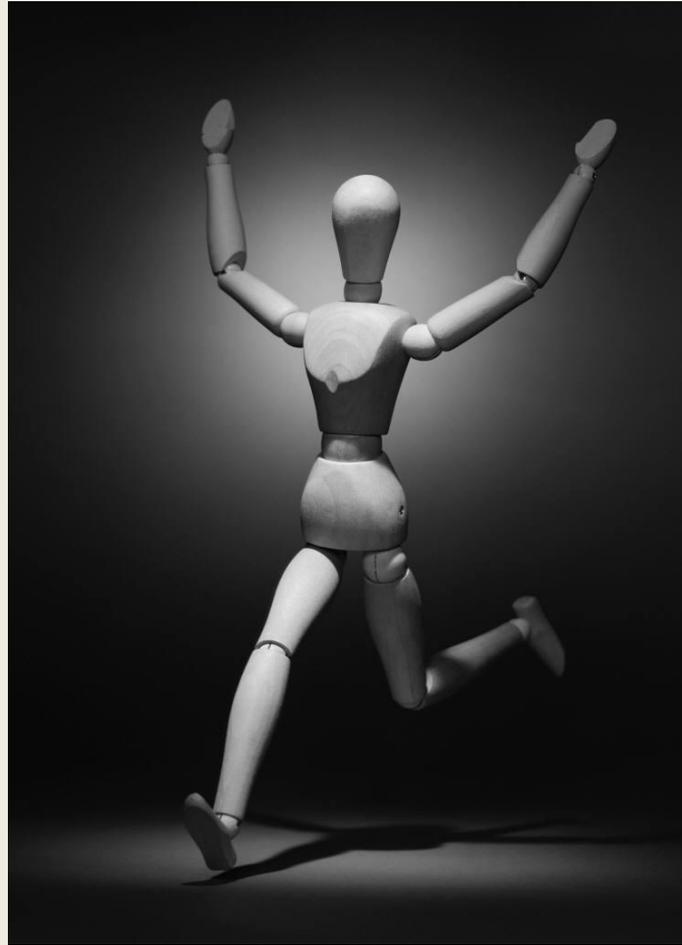
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What's on Your Mind Before the Interview?



What's on Your Mind Before the Interview?



Practice before the interview:

Role play and rehearse to build your confidence and skills...



Verbal & Non Verbal Communication

Verbal

- Speech
- Writing



• Non verbal

- Thoughts / Feelings
- Expressions
- Posture



Our verbal and non verbal expressions influence job interview outcomes.

The Interview – Mind Your Manners

- A good night's sleep, no empty stomachs
- Appropriate clothing / grooming
- Arrive early, shut off phone
- Offer a firm handshake, sincere smile
- Establish a rapport quickly
- Show interest, optimism & enthusiasm
- Listen carefully to the questions
- Respond positively, make eye contact
- Do not dominate the interview
- Make sure you know next steps
- Thank the interviewer(s) for a great meeting, ask for their business cards



After The Interview

- Summarize the conversation for clarity, understanding
- Send thank you notes
 - Send note within 24 hours
 - Stress how your qualifications are right for the job and the customer
 - Clear and concise
 - Positive tone
 - Include your contact information
 - Proofread before sending



The Job Search Process

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Take A Deep Breath



Take Care of Self

- Make **positive** choices
- Take time to do the things you **enjoy**
- Stay **connected** to family / friends
- Do a **good deed** for another everyday



Resources to Help Your Search

- Job Clubs for support and accountability
- Work Force Center
- Classes, training and coaching are available to improve your job search skills and effectiveness
 - **LinkedIn (Beginners & Advanced) / Twitter training**
 - **Resume writing, resume review and cover letters**
 - **Networking skills**
 - **Interviewing skills and practice**
 - **Building your technical job skills (Word, Excel, PowerPoint)**



Resources to Help Your Search - cont'd

Job Seeker Networking Groups

- **Career Prospectors – West End**

Three Chopt Presbyterian Church, 9315 Three Chopt Rd

www.career-prospectors.com

Meets every Tuesday morning starting at 7:30am - just show up

- **Jobs Assistance Ministry (JAM)**

Saint Michael's Church Catholic Church, 4491 Springfield Rd, Glen Allen

www.saint-mikes.org/pastoralcare/job_assistance.html

Meets every Wednesday at 11:30am - just show up.

- **Needles Eye Ministry – *faith based***

104 Berrington Court | 804-358-1283

www.needleseye.org and nemctg.wordpress.com/know/

Meets Tuesdays & Thursday at 2:00pm , and Wednesdays at 7am- just show up

Resources to Help Your Search - cont'd

- **Work Force Centers** - www.resourceva.com
 - **Chesterfield Resource Workforce Center**
7333 Whitepine Road Phone: (804) 271-8510
 - **Downtown Resource Workforce Center**
203 East Cary Street (804) 344-8060
 - **Eastern Henrico Resource Workforce Center**
121 Cedar Fork Road (804) 952-6116
- **Financial Planning and support are available through:**
 - VA Employment Commission: www.vec.virginia.gov
 - Central Virginia Foodbank (CVFB): feedmore.org/food-bank
 - VA's Temporary Assistance to Needy Families:
www.helpforallfamilies.com

Resources to Help Your Search - cont'd

- **Business Networking Groups:**
 - Henrico Business Leaders: <http://www.henricobusinessleaders.com/>
 - Greater Richmond Chamber of Commerce: <http://www.grcc.com/>
 - Chesterfield Chamber: <http://www.chesterfieldchamber.com/>
 - WHIMBY: <http://whimby.camp7.org/>
 - Venture Forum: <http://www.richmondventureforum.com/>

Resources to Help Your Search - cont'd

- **IT Networking Groups:**

- RichTech: <http://richtech.com/>
- AITP Richmond: <http://www.aitprich.org/>

- **Business News:**

- Richmond BizSense: <http://www.richmondbizsense.com/>
- WorkItRichmond: <http://www.timesdispatch.com/workitrichmond/>
- Richmond Metro Business Calendar:
http://www.timesdispatch.com/business/local/metro-business/full-metro-business-calendar-for-april/article_9b281473-55f6-5815-9091-5fba13f05f9d.html

Resources to Help Your Search - cont'd

- **Popular Websites:**

- www.meetup.com/http-career-prospectors.com
- www.bniva.com
- www.connectVA.org
- www.handsonrva.org
- www.referenceUsa.com
- www.virginiabusiness.com
- www.richmondjobnet.com

- **Other important links:**

- Personal Profile Template: www.box.net/shared/rlvbnv964m
- Toy for generating “word clouds” from text that you provide: www.wordle.net

Key Take-Aways

- **A NEW OPPORTUNITY** is in the present
 - Shift Your Focus / Self Assess
 - Follow The Process
 - Use the Resources Available
 - Follow- up on Every Lead
 - Thank Everyone
 - Pay it Forward

 - **Take Care of Self Daily**
 - **Develop Positive Habits**



Next Steps – *Circle Yours*

- ❖ Create Business Cards
- ❖ Create LinkedIn profile
- ❖ Attend a LinkedIn training class
- ❖ Join LinkedIn Groups for JAM, CP, VCN
- ❖ Give/Get LinkedIn Endorsements
- ❖ Create Elevator Speech
- ❖ Attend Career Prospectors
- ❖ Attend JAM@ St. Michaels/St. Mary's
- ❖ Attend Needles Eye Ministry
- ❖ Join an Accountability Club
- ❖ Attend a resume writing class
- ❖ Update resume answering "So What?"
- ❖ List successes/accomplishments
- ❖ Schedule a JAM Resume Review
- ❖ Networking – identify 100 people to start
- ❖ Networking – set-up 15 meetings for next week
- ❖ Identify Target companies
- ❖ Create a Marketing Plan
- ❖ Attend Professional Association meetings
- ❖ Visit some of the resource websites
- ❖ Attend an interview prep and practice
- ❖ VEC enrollment
- ❖ Seek Volunteer opportunities
- ❖ Attend a class in _____
- ❖ Sign up for job alerts
- ❖ Visit the Indeed & Simply Hired websites
- ❖ Give back

***Twenty years from now you will be more
disappointed
by the things you didn't do than by the ones you
did do.***

***So throw off the bowlines.
Sail away from the safe harbor.
Catch the trade winds in your sails.***

Explore. Dream. Discover.

- Mark Twain

Thank You!

