Welcome to Workforce³ One

H-1B READY to WORK

Job Seeker Branding and Job Search Strategies to Help the Long-Term Unemployed Regain Confidence and Return to Work

Date: October 15, 2015; 1:00 p.m. EST

Presented by: Jen Swidler, H-1B Ready to Work Technical Assistance Coach and Owner of Employment Hacker
Welcome & Introductions

Facilitator:
- Ayreen Calimquim, High Impact Partners

Speaker:
- Jen Swidler, H-1B Ready to Work Technical Assistance Coach and owner of Employment Hacker
Today’s Objectives

✓ LTU job seeker branding and building confidence: online presence, networking, resumes, cover letters, interviewing

✓ Creative job search strategies

✓ Confidence building tools

✓ Group exercise: boot camps and key takeaways
• Encourage use of LinkedIn. Employers use LinkedIn to reach out to job candidates. Profiles 100% complete come out on top.

• Imagine what profile looks like to a recruiter/hiring manager. Take the time to create something to be proud of. Ask for recommendations.

• To get ideas, research other profiles: similar fields, employees at desired companies, company profiles.
Online Presence

• Go beyond the online resume. Contribute to conversations so when employers Google you, you show as actively engaged in your field.

• You don’t have to be an expert to have an opinion.

• Google self to see what comes up in employer’s search. Clean up the results if necessary.
Networking

• Go to Meetup.com networking events. Many are industry specific.

• Reframe the message: don’t say “I’m unemployed.” Talk about what you’re doing now and say you’re looking for a paid position using those skills.

• If switching careers, think of yourself as already in that career and do everything you can to gain knowledge.

• Use your friends, family, old co-workers.
Networking for Specific Jobs

• Reach out to the recruiter and/or hiring manager. Introduce yourself and why you are interested in position.

• See if any LinkedIn connections are connected with company you are pursuing. Ask for introduction or recommendation.

• Talk about career goals as often as possible. With friends/family at birthday parties, weddings; strangers at the bar; hobby-based social gatherings. Never turn it off.
Resume

• Difficult to write, but critical for confidence.
• Get help from a career coach. Even advanced professionals benefit from advice from an expert.
• Use non-traditional resume format to highlight skills and accomplishments at the top.
• Include experiences and accomplishments gained when unemployed.
Cover Letter

• Lead by highlighting the experience you have “Ten years of experience managing a $4.5 million budget for communications company.”

• Must customize for each job. Use the job description as a cheat sheet.

• Research the company. Talk about how you would contribute to the bottom line.

• Explain how time was spent while “unpaid,” and how those skills will translate to the workplace and specific job. RTW training, conferences, volunteer/contract/temp work.
The Interview

• Feel confident you landed the interview in the first place – you have something attractive to the employer.

• Explain the break in employment but don’t give more information than necessary.

• Don’t apologize or feel sorry about the break.

• Highlight volunteer or temporary work in an accomplishment-oriented way. Talk about what skills you gained or maintained.

• Talk about your work history as if it was yesterday, not 2010.

• Practice! This is critical to success.
Creative Job Search Strategies

Do more than apply for specific job postings and get better, faster results!

• Create profiles on major job boards and update them at least once a week to keep them at the top of search results:
  – CareerBuilder, Monster, LinkedIn, Indeed

• Post on your personal social media sites that you are looking for a new opportunity. Describe the ideal position and company. Remind people often.
Confidence Building Exercises

• Act as you wish to be perceived. Practice in your everyday life.

• Ask three people you trust: “I’m doing some work on my career development and would love your help. What do you find most inspiring about me?” The answers are incredibly uplifting.

• Understand what is uniquely you and remind yourself of that when you are under confident. Bilingual? Good speaker? Excellent listener?
Group Exercise

Boot Camps, Coaching, Support Groups

• Many of you have career re-start type boot camps that address content from the presentation today.

• In your small group, please answer the following questions:
  
  • In what ways are you helping the participants grow confidence in their job searches? What have you found works best?
  
  • Do you have any additional strategies to share with the group that we didn’t cover today?
  
  • What are 2-3 action items you gleaned from this session and how will you implement them?
Resume Advice After a Career Break: An Interview with iRelaunch

http://www.huffingtonpost.com/kristin-maschka/resume-advice-after-a-car_b_869488.html

How to Explain Long-Term Unemployment

https://www.themuse.com/advice/how-to-explain-longterm-unemployment

Five Threats to Your Job-Hunting Stamina


How to Best Explain a Gap in Employment

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