

MAKING YOUR JOB SEARCH WORK FOR YOU



Are you out of work or looking to change jobs? Job searching may seem straight forward, but you want to make sure that you are doing everything you can to stand out from the crowd - especially in today's tough economy.

Start by planning ahead. The YES career counsellors offered this quick exercise to help you get started; picture yourself in your ideal job and ask yourself why you want the job and why you're keen to work in that industry? Look at what unique benefits you can offer an employer. What are your top achievements in your career? The real chance to stand out is to find an interesting angle. Understand your value proposition and focus on what makes you unique. Next, do a quick summary of the industry and trends or cycles that may affect hiring. Are you looking for a job in hospitality? Winter and summer are boom times, but the hiring process may start in early spring. Be ahead of the curve.

Go beyond traditional job search methods. Networking is essential. Tools like LinkedIn can help you take it to the next level by connecting you with more people and opportunities. Career counsellors note that even employers who don't search through the site often refer to it during the hiring process. Not having a profile means that you miss that opportunity to connect. So put your best foot forward; use your answers from the exercise above to create a confident and engaging resume and profile.

Keep in mind that job searching can be a very frustrating experience and even the most proactive job searchers may find themselves looking for work longer than anticipated, and losing confidence as a result. Having a good job search plan can help. Breaking the process of job searching into small accomplishable goals and creating a task time table can help you stay motivated and confident.

Interviews can be nerve wracking; the key to success is to be in the right frame of mind to succeed. Before an interview take a moment to remind yourself what makes you unique by reviewing your skills and accomplishments, focus on specific tangible experiences of success. Reliving them will give you that extra boost of confidence. Remember that the interview is a chance for you both to see if the job is a good fit for you. Prepare questions that will help you determine if the job is a good match for you. Will it involve a lot of group work? What are the priorities of the position? Keep in mind that "if you don't connect when you meet, then it wasn't the right job", notes one YES counsellor.

And the right job is out there. Visiting an employment service provider can help you learn the steps to finding the job you want, and help you stay motivated and confident on your course. Consider your personal brand as high value, and for the right customer, it will be the perfect fit!

What tips do you use to find a job? Or stay motivated and on track when you're feeling discouraged?

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