

SESSION THREE

Finding Job Openings

FLIP-CHARTS

1.

AGENDA

Welcome and Warm-up
Finding Job Openings Through Networking
Sources of Job Leads
Informational Interviewing
Introduction to CVs
Debrief

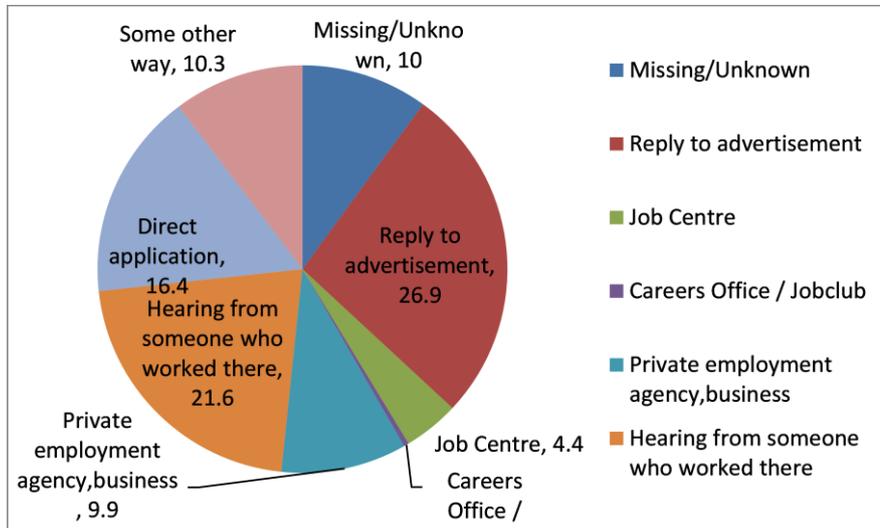
2.

HOW YOU FOUND YOUR PREVIOUS TWO JOBS

Direct advertisement by the employer
Employment Agency/Jobcentre
Job website/Internet
Newspaper Ad
Someone told you about it
Applied directly to the employer

3.

HOW PEOPLE FIND JOBS



4.

SOURCES OF JOB LEADS VIA PERSON CONTACTS OR PLACES WHERE WE CAN MEET PEOPLE WHO MIGHT HAVE JOB LEADS

5a.

MOST DIFFICULT THINGS ABOUT ASKING FOR A JOB LEAD

5b.

WAYS OF OVERCOMING THESE DIFFICULTIES

6.

INFORMATIONAL INTERVIEWING

- What are the different types of jobs available here?
- What is it like to do this job?
- What do you need to know to do this job? (skills)
- What type of person fits in best? (personality traits)
- And whatever else you want to know...

7. ON-LINE SOURCES OF JOB LEADS THAT PARTICIPANTS MAY HAVE USED

8. A) WHY USE LINKEDIN

- A lot of jobs are posted on LinkedIn
- Many of the job postings are exclusively on LinkedIn
- Many employers use it
- You can meet the people behind the jobs
- Present what you know and what you can do

B) Review example of a LinkedIn profile

C) Advantages of having a LinkedIn Profile in a job interview

9. A) TWITTER AND JOB LEADS

- Jobs found exclusively on Twitter and company websites
- Being the first to know
- Quick, easy vacancy breakdown
- Simple job search

B) Review example of a Twitter account/ profile

C) Advantages of using Twitter for Job Leads

10. MOST DIFFICULT THINGS ABOUT USING ON-LINE APPROACHES FOR JOB LEADS

11. WAYS OF OVERCOMING THESE DIFFICULTIES

12.

CAREER OBJECTIVE OR SUMMARY

13.

WORK EXPERIENCE

14.

SKILLS, ABILITIES AND ACHIEVEMENTS

15.

EDUCATION AND TRAINING

16.

INTERESTS, HOBBIES, MEMBERSHIPS

17.

FORMAT AND SEND OPTIONS

18.

COVER LETTER

19.

ADDITIONAL CATEGORIES

20.

SESSION THREE DEBRIEF
WHAT WORKED AND WHAT DIDN'T

SESSION THREE

HAND-OUTS FOR EXERCISES AND ADDITIONAL INFORMATION HAND-OUTS

SESSION THREE: Hand-outs for Workshop Activities

- 3-1 Script: Asking for Job Leads
- 3-2 Discovering Your Job Lead Network
- 3-3 Steps in Contacting People for Job Leads
- 3-4 Asking for Job Leads
- 3-5 Blank Participant Network List
- 3-6 Questions for the Informational Interview
- 3-7 On-line Job Leads - LinkedIn
- 3-8 On-Line Job Leads - Twitter
- 3.9 On-Line Job Leads – Other tools and examples
- 3-10 Electronic Offers New Opportunities

SESSION THREE: Additional Information Hand-outs

- 3INFO Informational Interview
- 3TIPS Tips for Conducting an Informational Interview
- 3CVS Introduction to CVs
- 3CVBPF CV Blue Print Form
- 3CVSAM Four Sample CVs
- 3 ECVs Electronic CVs
- 3 WMGCV What makes a good electronic CV
- 3CVACT Active Language for CVs
- 3CVLIST Checklist for CVs
- 3COVER Suggestions for Writing Covering Letters
- 3COVERS Sample Covering Letter

3REF Tips for Making Your List of Job References

DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES
<p>Introductions: Let's go around the room and share one thing that you did since we last met: a personal achievement, job-leads you want to share, something nice that happened to you or anything along those lines.</p> <ul style="list-style-type: none"> We'll start... (Trainers model a brief answer.) <p>Participant Phone List: Some people have expressed an interest in keeping in contact or networking with each other after this program ends. If you're interested in being on the list, fill in your name, email address and number on the sheet that I am passing around and we'll see to it that everyone gets a copy. If you'd rather not, that's okay, too.</p>	<p style="text-align: center;">SESSION THREE Finding Job Openings</p> <p style="text-align: center;">I. INTRODUCTIONS</p> <p>A. Welcome and Sharing</p> <p style="text-align: center;">B. Present Agenda for the Day</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p>1.</p> <p style="text-align: center;">AGENDA</p> <hr style="width: 50%; margin: 0 auto;"/> <p style="text-align: center;">Welcome and Warm-up Finding Job Openings Through Networking Sources of Job Leads Informational Interviewing Introduction to CVs Debrief</p> </div> <ul style="list-style-type: none"> Trainers ask: "Are there any questions?" <p>C. Distribute</p> <ul style="list-style-type: none"> Blank Participant Networking List 	<p style="text-align: center;">10 Minutes</p> <p style="text-align: center;">2 Minutes</p> <p style="text-align: center;">1 Minute</p> <p style="text-align: center;">HAND-OUT 3-5 "Blank Participant Networking List"</p>

DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES																
<p>Introductions: Let's start today by talking about ways to find job openings.</p> <ul style="list-style-type: none"> Let's see what can be learned from your own experiences. Let's take a count about how you found out about your last two jobs. If you found both jobs the same way, raise your hand. How many found a job through... (go through the list). <p>How People Find Jobs:</p> <ul style="list-style-type: none"> Trainers comment on any similarities between group's tally of sources of job leads and how others find jobs. <p>Hand-out This is a mixture of how people hear about and respond to job leads. It doesn't take account of the internet and social media – hand out Xx introduces people to some of the new opportunities which are opened up via electronic means</p>	<p style="text-align: center;">II. FINDING JOB OPENINGS THROUGH NETWORKING</p> <p>A. Tally Sources of Job Leads</p> <p>1. Ask, Post, and Tally: “How many participants found their previous two job leads through...”</p> <div data-bbox="552 752 1102 1178" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p>2.</p> <p style="text-align: center;">HOW YOU FOUND YOUR PREVIOUS TWO JOBS</p> <hr/> <p style="text-align: center;">Direct advertisement by the employer</p> <p style="text-align: center;">Employment Agency/Jobcentre</p> <p style="text-align: center;">Job website/Internet</p> <p style="text-align: center;">Newspaper Ad</p> <p style="text-align: center;">Someone told you about it</p> <p style="text-align: center;">Applied directly to the employer</p> </div> <p>B. Introduce How People Find Jobs</p> <p>1. Post: Pie Chart Graphic:</p> <p>2.</p> <div data-bbox="485 1328 1174 1823" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p>3.</p> <p style="text-align: center;">HOW PEOPLE FIND JOBS</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Reply to advertisement</td> <td>26.9</td> </tr> <tr> <td>Hearing from someone who worked there</td> <td>21.6</td> </tr> <tr> <td>Direct application</td> <td>16.4</td> </tr> <tr> <td>Some other way</td> <td>10.3</td> </tr> <tr> <td>Missing/Unknwn</td> <td>10</td> </tr> <tr> <td>Private employment agency, business</td> <td>9.9</td> </tr> <tr> <td>Job Centre, Careers Office /</td> <td>4.4</td> </tr> </tbody> </table> </div>	Source	Percentage	Reply to advertisement	26.9	Hearing from someone who worked there	21.6	Direct application	16.4	Some other way	10.3	Missing/Unknwn	10	Private employment agency, business	9.9	Job Centre, Careers Office /	4.4	<p style="text-align: center;">10 Minutes</p> <p style="text-align: center;">5-10 Minutes</p> <p>HAND-OUT 3-10 Briefly introduce and mention that CVs and internet/ social media will be discussed later.</p>
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	<ul style="list-style-type: none"> • “38% of people find jobs through person-to-person contact (hearing from someone who worked there and applied directly to the company). • 26.9% of people found their last job by replying directly to an advertisement by the employer. 	
<p>Networking:</p> <p>The first person in the network could be someone like your hairdresser or barber, who has at least two clients with some knowledge of your field, who know at least four people with direct ties to your field, who know eight people and so on. Within that network somebody probably has some job leads they might not even think about that could really benefit you. All you have to know is one person.</p> <p>Show of Hands:</p> <p>Through the connecting threads of mutual friends and acquaintances, every one of us has a large network of potential contacts.</p> <p>It is clear from all of the people we know here that there is a network right here among us.</p> <p>Networking Sketches:</p> <p>We’re going to do three short sketches showing a person looking for job leads. Our first attempts will be awkward so we’ll stop occasionally to discuss why.</p>	<p>C. Expanding your Job Lead Network</p> <p>1. Explain: Your Expanded Network</p> <p>This session is about expanding your job lead network through person contact and making use of those contacts to identify and explore potential job leads.</p> <p>2. Ask for show of hands: “how many people here know someone who works in:</p> <ul style="list-style-type: none"> • Car repair • Retail • A hospital or care home • A building site • Sales • Hairdressing • An office • A factory • A small business” <p>Summary: Person contacts are important sources of job leads and people need to know how to make best use of them.</p> <p>D. Trainers’ Networking Sketches</p> <p>1. Present: “We’re going to do a few job-lead sketches, and we’d like to hear what you think.”</p>	<p>5-10 Minutes</p> <p>5-20 Minutes</p>

How People Find Jobs:

- Trainers comment on any similarities between group's tally of sources of job leads and how others find jobs.

3. Practice: Trainers' sketches:

A = Applicant, C = Contact

Applicant calls Contact.

- A. Hi _____, it's _____. How have you been?
- C. Fine. How are you, what have you been up to?
- A. I'm looking for a job. You know all about my experience.

(TO GROUP) "What do you think of that?"

(TO GROUP) "Let's try this again."

OPTIONAL
HAND-OUT 3-1:

"Script: Asking for Job Leads"

- A. Hi _____, it's _____. How have you been?
- C. Fine. How are you, what have you been up to?
- A. I'm looking for a job where I can do some picture framing. I've never worked in a picture frame shop before, but I thought I might try it. I have a lot of experience in framing my own art work.
- C. Sounds good.
- A. Are you aware of any framing positions?

(TO GROUP) "How was that?"

(TO GROUP) "Let's try it again."

- A. (TO GROUP): "We're going to do this skit once more. It doesn't matter if the steps are in a particular order. When you try this for yourself, you'll find your own style. The important thing is that we are achieving the purpose of finding job leads."
- A. (This contact is a former boss from a summer job). Hello Mr Brown, this is _____. Do you have a moment?
- C. Yes, what's on your mind?
- A. I've been looking for a different type of job from the one that I did for you last summer. I want to work in a framing shop and maybe learn some new skills. I'm good with my hands and I thought this might be a way of combining something I like to do with a job.
- C. Hmm, I don't think our day care business has much to do with framing.

	<p>A. That's true, but I thought that perhaps you come into contact with customers who might have that type of business. Perhaps you might hear about an opening.</p> <p>C. We do have clients from a wide range of backgrounds. I could keep my ears open for you.</p> <p>A. I'd really appreciate it. Is there anyone else you might know who might have some inside knowledge about jobs in picture framing?</p> <p>C. My brother-in-law, Carl, works in the wood-supply business. He might know of something.</p> <p>A. He sounds like a great lead. Could I call him or drop him an email, or could you ask him about it?</p> <p>C. Sure, give him a ring.</p>	
<p>Job Leads:</p> <p>We're going to give you a chance to practice these calls, but first, it's helpful to think about the kinds of people we may be calling.</p> <ul style="list-style-type: none"> • What suggestions do you have for sources of job leads and even places where one can meet people who might have job leads? 	<p>A. Is it okay for me to tell him you suggested that I call him?</p> <p>C. Of course. His number is 020 765 4987.</p> <p>A. Thanks, this is really helpful Mr Brown. Would you mind if I checked back with you in a week or so to see if you have heard of any openings?</p> <p>C. Sure.</p> <p>A. Thanks, Mr Brown. I really appreciate your help.</p> <p>C. Glad to oblige. Good luck. (END)</p> <p>Debrief: "What do you think of that sketch?"</p> <p>E. Sources of Job Leads via Person Contacts</p> <p>1. Post: Participant suggestions for sources of job leads that they have used – such as friends, former colleagues etc.</p> <div data-bbox="497 1585 1023 1933" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p>4.</p> <p style="text-align: center;">SOURCES OF JOB LEADS VIA PERSON CONTACTS OR PLACES WHERE WE CAN MEET PEOPLE WHO MIGHT HAVE JOB LEADS</p> <hr style="width: 50%; margin: 0 auto;"/> </div>	<p>10-15 Minutes</p>

<p>Hand-out: The hand-outs we are giving you can help you think of all the people you know that you might want to contact.</p>	<ul style="list-style-type: none"> • Distribute 3 Hand outs 	<p>3 HAND-OUTS: 3-2: “Discovering your Job Lead Network” 3-3: Steps in “Contacting People for Job Leads” 3-4: “Asking for Job Leads”</p>
<p>Practice Networking:</p> <ul style="list-style-type: none"> • One person at a time will play the <u>job seeker</u> who is making the job lead contact by telephone. • Another person plays the <u>person being asked</u>. • The third will be the <u>observer</u>, who listens and notices all the positive and effective things the seeker does as he or she makes the call. 	<p>F. Participants Practice Networking</p> <p>2. Practice: Participants make two job lead contacts:</p> <ul style="list-style-type: none"> • Job seeker; • Person being asked; • Observer <p>“Each person should make two job-lead contacts following these steps:</p> <ol style="list-style-type: none"> 1. Make the first contact. 2. Get comments from the observer and the person being asked for the lead. 3. Make the second contact. 4. Get comments again. 5. Switch so another person can practice. <p>3. Debrief: “How did it feel to be asked by another person for a job lead?”</p>	<p>15-20 Minutes</p>

G. Inoculation Against Setbacks

1. Post:

- Most Difficult Things About Asking for a Job Lead
- Ways of Overcoming these Difficulties

5a. MOST DIFFICULT THINGS ABOUT ASKING FOR A JOB LEAD <hr style="width: 80%; margin: 5px auto;"/>	5b. WAYS OF OVERCOMING THESE DIFFICULTIES <hr style="width: 80%; margin: 5px auto;"/>
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2. Debrief: “Which of the ways of overcoming these difficulties will you use?”

- Trainer encourages participants to vocalise:
 - To the participant sitting next to them
OR
 - To the larger group
OR
 - To indicate on the flip chart with a tick

Their choices for overcoming difficulties.

“If a good friend called you and asked about a job lead, would you feel you wanted to help that friend and why? What are some reasons people might like being asked for job leads?”

DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES
<p>There are other sources of job leads in addition to direct contact with people. These <i>on-line sources</i> include the internet and social media (eg. LinkedIn, Universal JobMatch, Twitter).</p>	<p>IV. Sources of Job Leads via e-contacts (internet & social media)</p> <p>A. Introduction to Internet & Social Media</p> <p>1. Post on Flip Chart: Participant's suggestions for on-line (e-sources) of job leads they may have used or heard about</p> <div data-bbox="496 548 1035 943" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>7. ON-LINE SOURCES OF JOB LEADS THAT PARTICIPANTS MAY HAVE USED</p> <hr style="border: 0.5px solid black;"/> </div> <p>2. Debrief: Review suggestions</p> <ul style="list-style-type: none"> • Which sources have people used most often? • Use of Smartphones/ Tablets, etc, to download Apps. • Do participants think that employers use on-line job sites to screen job applicants? • What things might employers be looking for? <p>3. Summary: Surveys show that employers routinely look at candidates' profiles on-line. Things that may influence employers recruitment decisions are inappropriate language content –references to drink or drugs, negative comments about current or past employers, and exaggerating about qualifications.</p>	<p>5-mins</p>

<p>“We are now going to look at two examples of social media and how they can be used to enhance your job lead network and your chances of obtaining a job.” We will first look at LinkedIn - what it looks like/ how it works; the reasons why you might use it, and the advantages of having a LinkedIn profile.</p>	<p style="text-align: center;">B. LinkedIn & Job Leads</p> <p>1. Present & Explain: Work through flip with group, eliciting participants experience of LinkedIn as appropriate.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p>8. <u>(A) WHY USE LINKEDIN</u></p> <ul style="list-style-type: none"> • A lot of jobs are posted on LinkedIn • Many of the job postings are exclusively on LinkedIn • Many employers use it • You can meet the people behind the jobs • Present what you know and what you can do <p>(B) Review example of a LinkedIn profile</p> <p>(C) Advantages of having a LinkedIn Profile in a job interview</p> </div> <p>2. Debrief: Trainers highlight key features of LinkedIn, including setting up account and how it works, and advantages of using LinkedIn as a source of job leads.</p>	<p style="text-align: center;">10-mins</p> <p style="text-align: center;">HAND-OUT 3.7 – “LinkedIn”</p> <p style="text-align: center;">This session should include a demonstration of an on-line LinkedIn profile (facilities/ equipment permitting). If this is not possible review screenshot via a hand out</p>
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DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES
<p>Twitter is quick and easy for employers to use.</p> <p>Jobseekers can target their job search for example by typing 'job', 'london', 'retail'.</p>	<p>C. Twitter & Job Leads</p> <p>1. Present & Explain: "We are now going to look at another social media tool which can also be used as a source of job leads. As we noted earlier some jobs are only found on social media and company websites, and Twitter is a good example of this."</p> <div data-bbox="472 611 1082 1160" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>9. (A) TWITTER AND JOB LEADS</p> <ul style="list-style-type: none"> • Jobs found exclusively on Twitter and company websites • Being the first to know • Quick, easy vacancy breakdown • Simple job search <p>(B) Review example of a Twitter account/ profile</p> <p>(C) Advantages of using Twitter for Job Leads</p> </div> <p>2. Ask: Why do you think Twitter is a better way of sourcing job leads, than checking company websites?</p>	<p>5-mins</p> <p>HAND-OUT 3.8</p> <p>"Twitter"</p> <p>This session should include a demonstration of an on-line Twitter profile (facilities/ equipment permitting). If this is not possible review screenshot via hard copy.</p>

<p>Hand-out “There are a variety of websites and online resources and you should use the information in the hand-out to explore and try out some of these websites for yourselves <u>Remember:</u> Keeping safe on-line is an important consideration”</p>	<p>3. Debrief: Trainers highlight key features of Twitter, including setting up account and how it works, and advantages of using Twitter as a source of job leads.</p> <p>4. Distribute hand-out</p>	<p>HAND-OUT 3-9 “Some examples of On-Line job search tools”</p>
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15-mins

D. Inoculation against setbacks

1. Post on Flip Chart:
 - Most Difficult Things About Using on-line sources to look for Job Leads
 - Ways of Overcoming these Difficulties

10. MOST DIFFICULT THINGS ABOUT
USING ON-LINE APPROACHES FOR JOB
LEADS

11. WAYS OF OVERCOMING
THESE DIFFICULTIES

2. Debrief: "Which of the ways of overcoming these difficulties will you use?"
 - Trainer encourages participants to vocalise:
 - To the participant sitting next to them
OR
 - To the larger group
OR
 - To indicate on the flip chart with a tick

Their choices for overcoming difficulties.

DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES
<p>CVs: Experts say that CVs can be useful for organising your thoughts and career goals, when used as a calling card for networking, or as a post-interview reminder. Some employers, of course, require them. But as a stand-alone job seeking tool <u>they are not very powerful</u>. A good CV may get you an interview, but it will not get you the job.</p> <ul style="list-style-type: none"> • If we take advantage of this, there may be things we've been counting on a CV to do alone that could be conveyed even more impressively by direct contact – like showing how knowledgeable we are or how pleasant we'd be to work with. • No piece of paper can do that as well as <u>you</u> can personally; especially when you use the networking methods we practiced earlier. 	<p style="text-align: center;">V. CVs</p> <p>A. Introduction to CVs</p> <p>1. Present: What is the purpose of a CV? How do employers use them? Does every job require a CV?</p> <p>2. Practice: Post blank flip charts on the wall titled:</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="400 1491 762 1771" style="border: 1px solid black; padding: 10px; width: 45%;"> <p>12.</p> <p style="text-align: center;">CAREER OBJECTIVE OR SUMMARY</p> <hr style="width: 80%; margin: 5px auto;"/> </div> <div data-bbox="794 1491 1174 1771" style="border: 1px solid black; padding: 10px; width: 45%;"> <p>13.</p> <p style="text-align: center;">WORK EXPERIENCE</p> <hr style="width: 80%; margin: 5px auto;"/> </div> </div>	

14.
SKILLS, ABILITIES AND
ACHIEVEMENTS

15.
EDUCATION AND TRAINING

16.
INTERESTS, HOBBIES,
MEMBERSHIPS

17.
FORMAT AND SEND
OPTIONS

18.
COVER LETTER

19.
ADDITIONAL CATEGORIES

Encourage participants to write their ideas of “CV do’s and don’t’s” on flip charts.

Prompt for Tomorrow:

Tomorrow you get to put these lists into action. We’re going to keep these sheets up on the wall, and in tomorrow’s session we will hold our own mini-workshop on CVs.

- 3. Debrief: Trainers review participant-generated flip charts .

DIALOGUE	INSTRUCTIONS AND GRAPHICS	HAND-OUTS AND NOTES
	<p style="text-align: center;">VI. CLOSING</p> <ol style="list-style-type: none"> 1. Present: Review Day: <ul style="list-style-type: none"> • “Finding Job Openings Through Networking • Tally Sources of Job Leads • Introduce How People Find Jobs • Introduce the Concept of Networking • Trainers’ Networking Sketch • Sources of Job Leads • Participants Practice Networking • Ways of Overcoming Difficulties About Asking for Job Leads • Informational Interviews • Introduction to CVs 2. Practice and Chart: Participants give feedback on what did and didn’t work. <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"> <p style="text-align: center;">20. SESSION THREE DEBRIEF WHAT WORKED AND WHAT DIDN'T</p> <hr style="width: 80%; margin: 5px auto;"/> </div> 3. Debrief: “What was effective? What was not effective?” 4. Preview Next Session: <ul style="list-style-type: none"> • How to call and ask for an interview • How to prepare for an interview • How to control the direction of the interview • How to critique a sample CV 5. Closing: <ul style="list-style-type: none"> • Go around the room and have each participant share one thing that sticks out in his/her mind about today’s session. • “Have a pleasant and productive day. We’ll see you tomorrow.” 	<p style="text-align: center;">5-15 Minutes</p>

SESSION THREE – Hand-outs

Asking for a Job Leads Script

C: Contact
A: Applicant

- A** (This contact is a former boss from a summer job). Hello, Mr Brown, this is _____. Do you have a moment?
- C** Yes, what's on your mind?
- A** I've been hunting for a different type of job from the one that I did last summer. I want to work in a framing shop and maybe learn some new skills. I'm good with my hands and I thought this might be a way of combining something I like to do with a job.
- C** Hmm, I don't think our day care business has much to do with framing.
- A** That's true, but I thought that perhaps you come into contact with customers who might have that type of business. Perhaps you might hear about an opening.
- C** We, do have clients from a wide range of backgrounds. I could keep my ears open for you.
- A** I'd really appreciate it. Is there anyone else you might know who might have some inside knowledge about jobs in picture framing?
- C** My brother-in-law, Carl, works in the wood-supply business. He might know something.
- A** He sounds like a great lead. Could I call him or drop him an email, or could you ask him about it?
- C** Sure, give him a ring.
- A** Is it okay for me to tell him you suggested that I call him?
- C** Of course. His number is 020 765 4987.
- A** Thanks, this is really helpful, Mr Brown . Would you mind if I checked back with you in a week or so to see if you have heard of any openings?
- C** Sure.
- A** Thanks, Mr Brown. I really appreciate your help.
- C** Glad to oblige. Good luck.

Discovering Your Job Lead Network

Your personal network of acquaintances can be a powerful job-search tool!

Approximately 38% of all jobs that people get are found through some form of person to person contact. Relatives, friends, acquaintances and colleagues can be great sources of job leads. Remember you are not asking these people for a job, you are simply asking them to be your eyes and ears for job openings and other insider information that you will follow up on.

Most people know more people than they think they do. Consider the following lists of people:

Relatives

- Mother
- Father
- Brothers
- Sisters
- Aunts
- Uncles
- Cousins
- In-laws
- Grandmother
- Grandfather
- Spouse

Colleagues

- From your most recent job
- From your next to last job
- From jobs before that
- From your department
- From other departments
- You had lunch with
- Who said goodbye when you left
- You talked with at social gatherings
- Bosses with whom you had a positive relationship

Friends & Acquaintances

- Current neighbours
- Past neighbours
- Shop assistants
- Doctors
- People from places of worship
- Barber
- Hairdresser
- Bus driver
- Post deliverer
- Accountants
- Club members
- School friends
- Teachers
- Counsellors
- Clergy
- People your children know

Completing the following lists can help you discover and expand your personal network.

- List everyone who comes to mind
- You can go back later and decide whom you want to call and how you will contact them.

Relatives

Include mother, father, brothers, sisters, in-laws, cousins, grandmothers, grandfathers, aunts, uncles, and any other relatives that come to mind.

Colleagues

Think of people who have contacts in your geographic area. Start with your most recent job and work backwards. Include people:

- In your department
- In other departments
- With whom you had lunch
- Who said goodbye when you left
- You speak with at social events
- Bosses and managers with whom you had/have a good relationship

Friends & Acquaintances

These need not be close friends, just people you think of that live in your geographic area. List all the friends and acquaintances that come to mind. You can decide which ones you want to call later.

Neighbours (*past & present*)

Service Providers (*barber, hairdresser, bus driver, accountant, post deliverer, store clerk, doctor etc.*)

Members at your place of worship

Members of clubs or any other groups you belong to

Classmates (*past & present*)

Teachers, counsellors, clergy

**People you know through your children,
partner or others**

People who send you greetings cards

People you meet at social gatherings

**Any other friends or acquaintances that
come to mind**

Steps in Contacting People for Job Leads

Steps:	What you might say:
Greet the person and give your name.	"Hi Ted. This is _____. How are you?"
Ask if he/she has a moment to talk.	"Do you have a few minutes to talk?"
Explain that you are calling to explore new job opportunities.	"Great! I wanted to let you know that I am looking for a job..."
State the type of job you are interested in.	"...where I can work in materials handling or delivery."
Describe the experience you have that related to the job you want. State you skills and experience in a positive manner.	"I have had lots of experience in shipping and I did a lot of volunteer delivery work for our church during the flood last spring."
Ask if the person has information on job leads.	"Do you know of any job possibilities or openings in this area?" "Do you know of anyone who might have some inside knowledge in this area or who works in this field?"
Ask if it is okay to use his/her name when you make the contact, if the person refers you to someone else.	"Thanks for the lead. Would it be alright if I use your name when I call _____?"
Thank the person. (A written thank you note is a nice gesture for job lead contacts who have been particularly helpful.)	"Thanks, you've been a great help; I really appreciate it."
Ask if you can keep in touch.	"Can I check back with you in a week or two to see if you've heard of any other openings?"

Asking for Job Leads

1. List two places you could call and ask about job openings (you're not committed to calling anyone; you're just considering the possibility.)

1. _____
2. _____

2. Tell your partner the names of the people/places you *could* call.

3. Your partner will role play those people/places. Practice asking your partner about job leads.

4. You may want to jot down a few reminders of what to say (or you might want to use the hand-out "*Steps in Considering People for Job Leads*").

5. Your partner will give you feedback after each job lead call you make.

6. When you've practiced asking two people/places, switch roles and your partner will practice calling two people/places.

Questions for the Informational Interview

Ask your partner the following questions about a job he/she had that he/she enjoyed; then switch roles.

1 What are the different types of job available here?

2 What is it like to do this job?

3 What do you need to know to do this job? (skills)

4 What type of person fits in best? (personality traits)

5 Any other questions you would like to ask.

6 What other people do you recommend that I contact for more information about this field?

7 May I mention your name when I make this contact?

Using LinkedIn for Job Leads



LinkedIn is the world's biggest recruitment website

LinkedIn profile – Always at the top of Google

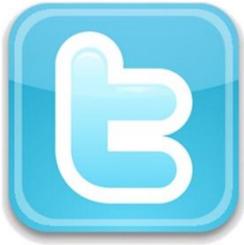
What Is LinkedIn?

1. A Facebook for Professionals
2. An online CV
3. A network building and maintaining tool
and much more...

Why use LinkedIn?

1. A lot of job postings are on LinkedIn
2. Many job postings are exclusively on LinkedIn
3. Many recruiters use it
4. A staple of professionalism
5. Meet the people behind the jobs
6. Show what you know and what you can do

Using Twitter for Job Leads



You don't have to 'Tweet' to be a 'Twitterer'

Use Twitter as an Information Resource

Use Twitter to advertise yourself

What is Twitter

Twitter is an online social networking and micro-blogging service that enables users to send and read short 140-character text messages, called "tweets".

[Source: Wikipedia]

Twitter Basics

1. Every user has their own customisable page.
2. Account names are preceded with @
3. A Twitter webpage address is [www.twitter.com/\[Account Name\]](http://www.twitter.com/[Account Name])
4. Can post 'Tweets' – 140 character message
5. Can tag others using @[Account Name]
6. Can also add links, photos, and videos

Job Leads

Jobs found exclusively on Twitter and company websites

Being the first to know

Quick, easy vacancy breakdown

Simple job search



Everything

People

Photos

Videos

News

Timelines

Advanced Search

All people

People you follow

Everywhere

Near you

Trends · Change

#btsport

Promoted by BT Sport Football

#WorldCup

Google

London

#JahBlessBySLV

#WatchYourWrist

#Gotze

#Hype_Cartel

Israel

Social Media

Results for retail job london

Top / All



reed.co.uk @reedcook · Jul 3

Jobs in the Media industry bit.ly/1iZNsWl pic.twitter.com/WgivULNBx3



Expand

Reply Retweet Favorite

Promoted by reed.co.uk

People · View all



Retail Week

@retailweek

Follow



Planet Retail

@PlanetRetail

Follow



London on the in

@LondONtheinside

Follow



and more



Lauren @BubbleJobs · 27 mins

#Online #Trading Manager wanted at a leading #eCommerce retail organ in #London! c£50k bit.ly/1oKR1oB



HIGHGATE JCP @HighgateJCP · Jul 2

Sales Associate Mens Part time 24hrs -#HighgateJCP Harvey Nichols London - [fashionunited.co.uk/fashion-job/re... ..](http://fashionunited.co.uk/fashion-job/re...)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



WorkingMums @WorkingMums · Jul 2

Part Time Job of the Day: Retail Store Manager - South London ow.ly/ywtY6
#jobs

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More

On-line Job Search Tools – examples

Universal Jobmatch (www.gov.uk/jobsearch)

Universal Jobmatch (UJ) is the Government preferred online job posting and matching service for jobseekers and employers. UJ is the UK's largest jobs board, with up to 1 million live vacancies at any one time and an average of 4.5 million daily job searches. The site allows jobseekers to search for and apply for jobs and employers to directly manage their vacancies online. By registering on Universal Jobmatch, jobseekers can also upload CVs and create cover letters, be matched to jobs, get updates on jobs of interest, get hints, tips, ideas for job search as well as getting information about staying safe online.

The National Career Service (<https://nationalcareersservice.direct.gov.uk/>),

The **National Careers Service** is the publicly funded careers service for adults and young people (aged 13 or over) in England. It provides a range of information, advice and guidance and online tools to support learning, training, career choice, career development, job search, and the labour market. It can be accessed online, by telephone, and face to face.

Monster (www.monster.co.uk)

Monster.com is one of the largest employment websites in the world. It is owned by Monster Worldwide Ltd and is currently the service provider for Universal Jobmatch. It helps jobseekers to find job openings that match their skills and location. Jobseekers can upload their CVs for employers to view and it contains advice and guidance on CVs, job application forms, job interviews, tips for job hunting and career tools such as job snapshots, which provide information on job purpose, skills required and qualifications needed.

Other Potentially Useful Job Websites

www.dailyjobseeker.tumblr.com

www.indeed.co.uk

www.tradecareeruk.co.uk

www.jobsite.co.uk

www.cv-library.co.uk

www.fish4.co.uk

www.guardianjobs.co.uk

www.totaljobs.co.uk

Take time to explore these (and other) online resources, many of which can be accessed via Apps on Smartphones, Tablets and IPAD devices (eg. Apple or Android, Blackberry). Follow the links provided to explore these.

Smart Phones - Mini Computers: Powerful Tools for Jobseekers



Apple iPhone
4S, 3GS, 3 etc...

Apple App Store



Android Smart
Phones
Motorola, Samsung,
HTC etc...

Android Market



Blackberry
Curve, Storm,
Bold etc...

App World

A high percentage of jobseekers have Smart Phones.

They are ideal for use in finding job leads and helping with job search.

All of the big jobsites have an app for the three big players in the Smart Phone market.

You can download free Apps by searching Apple's App Store, Android Market or Blackberry AppWorld



*E*lectronic Offers New Opportunities

You can now... search the world-wide-web (www) for thousands of jobs instantly, as well as signing up to relevant social media networks;

But don't forget... many jobs are still advertised in local newspapers.

You can now... use your mobile phone to post your CV and chase up job applications

But don't forget... having printed copy of your CV doesn't depend on batteries!

You can now... research your employer online, or, even look up your interviewer on LinkedIn!

But don't forget... you can still use your local library to research company information.

You can now... plan your route to the job interview on the internet, store the address on your Smart Phone, and navigate to the front door;

But don't forget... it's good to have a back-up plan, just in case....!

You can now... have a job interview via Skype;

But don't forget... making a good impression still matters.

Session 3 – Additional Information Hand-outs

Informational Interviewing

What is it?

It's a form of networking in which the job seeker visits various work sites and talks with people employed in jobs that he/she is interested in learning more about.

How can it help?

- It helps people in career change learn about different jobs.
- It is a source of possible leads.
- It helps job seekers prepare for job interviews.

What should I ask?

The following are questions you might consider asking when you interview information.

- How did you get in to this line of work?
- What do you like most about your job?
- What do you like least about your job?
- Where else can I find people who do this type of work?
- What is it like to do this job? Is there a daily routine?
- What personal characteristics are the best fits for this job?
- What types of skills and abilities does this job require?
- What qualifications are needed for this kind of work: education, training, experience, license/credentials, union memberships?
- Is there on-going training? Can you describe it?
- How would you describe the supervision given to a person in this job?
- What equipment or business machines do you use?
- What is the pay range for a job in this field?
- Would it be possible to tour the work site? (if appropriate)
- What do you predict will happen in this field in the next 5-10 years?
- What are the opportunities for promotion?
- How would a person with my background find a job in this field?
- What other people or organisations do you recommend that I contact for more information about jobs in this field? May I mention your name when I make these contacts?

Tips for Conducting an Informational Interview

Before

- Prepare questions before you go.
- Take a notebook to take notes.
- Get good directions.
- Arrive 5-10 minutes early.
- Dress neatly and appropriately (try to find out how employees dress).
- Avoid heavy perfumes and aftershaves; many people are allergic to them.
- Take a few copies of your CV; they may come in handy.
- Relax; this is not a job interview. It will be fun.

During

- Smile and greet receptionist.
- Give your name and the name of the person you're there to see.
- Avoid smoking, chewing gum, or looking at papers on anyone's desk.
- When you meet the person you will be interviewing:
 - Smile
 - Introduce yourself
 - Offer a handshake
- Make some upbeat small-talk (e.g. about the weather).
- Express enthusiasm about being there and begin the interview.
- Ask the questions you have prepared.
- Take notes on important points.
- Stick to the agreed time (usually 20-30 minutes).
- Ask the person who else they'd recommend you talk to in that field.
- Ask if you can use his/her name as a referral.
- Comment on something specific you learned as a result of the interview.
- Thank the person for his/her time.

After

- Keep track of your informational interviews in a notebook.
- Send a written thank you note to the person you interviewed.
- Follow up on leads and referrals you received at your interview.
- Acknowledge and appreciate yourself for taking the initiative to conduct an informational interview.

CVs

Introduction to CVs

Writing a CV can be a daunting process. There are so many different types of CVs; it can be difficult to know which one to choose. The format you choose is one of the most important choices you can make. Choose the wrong one and you could be hiding your most important strengths and skills from the reader.

What type of CV should I use?

So which CV is right for you? The three types of CV most commonly used are: the Chronological CV; the Functional CV; and the Combination CV

The Chronological CV

The Chronological CV is the most commonly used format; it lists your employment history in reverse chronological order, with your most recent job at the top.

Structure

Personal Details	Name and contact details.
Personal Profile	A brief personal statement, usually 3-5 lines. Tailor this to the role that you are applying for to show that your career goal matches the vacancy.
Career History	In reverse chronological order unless you are a recent graduate or have very little work experience (if this is the case, reorder the structure so that <i>Education and Qualifications</i> comes first).
Education and Qualifications	Be specific about relevant skills gained on any courses (such as communicating with individuals and groups). List relevant aspects of the courses and how they relate to the job you are applying for.
Professional Memberships	For example, British Hospitality Association, Chartered Institution of Building Services Engineers,
Other Information/Competencies	Include skills not mentioned elsewhere on your CV; for example, First Aid qualifications, other languages, driving licences (e.g. car, motorcycle, HGV, fork-lift truck).

Advantages

1. It is the favourite format for most employers as it is very easy to read.
2. Particularly useful for those applying for a job in the same industry because it will demonstrate your career progression.
3. If you don't have many achievements or significant highlights across your job history, a job-by-job approach can detail your main responsibilities and take the emphasis away from key achievements (which is more relevant to the Functional CV, discussed below).

Disadvantages

1. If you have gaps in your employment history, the Chronological CV will make them much more obvious.
2. If you are applying for a job in a different field, the Chronological CV may not be as useful to a recruiter who will be more concerned about your transferable skills than the detail of your experience in an unrelated sector.

The Functional CV

The Functional CV is best used when you want to draw attention away from your work experience due to long gaps in your job history, re-entering the job market after a long time out of work, a very short career, or job-hopping between careers. This type of CV focuses on transferrable skills - what you can do and what your core skills and strengths are.

This CV is most commonly used by recent graduates, people looking to change careers completely, and those with gaps in their job history. It should be noted that employers and recruiters may prefer a different CV format, so use the functional CV format in situations where advantages of using it outweigh the disadvantages.

Structure

Personal Details	As per Chronological CV.
Personal Profile	As per Chronological CV.
Skills, Strengths and Experience	A succession of sections, each relating to a different skill or strength. Order these in decreasing order of importance (the most important ones being those specifically linked to the job you are applying for). Instead of focusing on a particular job, you should describe your experience in its entirety. Because you are not detailing a specific role, you can include skills, strengths or experience gained from voluntary or unpaid work.
Education and Qualifications	As per Chronological CV.
Other Information/Interests	As per Chronological CV.

Advantages

1. If you have changed jobs frequently, or if you have had a range of unrelated posts or changed careers frequently, the Functional CV will place the emphasis on what you offer as a whole, rather than on your career progression.
2. A Functional CV will help a recruiter focus on your transferable skills.
3. A Functional CV may suit the older worker given the trend towards people working for longer and legislation (eg The Equalities Act, 2010), which makes discrimination on the grounds of age illegal.

Disadvantages

1. If you don't have much work experience, you may struggle to highlight achievements in a separate section.
2. Most employers and recruiters do not like this type of CV – they like to see what a candidate has done and sometimes wonder when they see this type of CV, whether the candidate is trying to hide something.
3. Functional CVs do not allow you to highlight consistent career progression.

The Combination CV

A Combination CV is a mix of the Chronological and Functional CVs. While this means that this type of CV is slightly longer, it does offer the best of both types of CV and is becoming a more and more popular structure to use.

Personal Details	As per Chronological CV.
Personal Profile	As per Chronological CV.
Skills, Strengths and Experience	As per Functional CV.
Career History	As per Chronological CV.
Education and Qualifications	As per Chronological CV.
Other Information/Competencies	As per Chronological CV.

Advantages

1. An ideal format if you have a strong career progression with many achievements.
2. Allows you to sell your strengths and skills as well as your experience.

Disadvantages

1. Longer than the Chronological and Functional CVs so may be off-putting to employers and recruiters with little time to skim CVs.
2. Less suitable for those with little experience or achievements.
3. Less suitable for those with employment gaps.

Tips for writing a CV when you have no work experience

<p>1. Show Your Potential</p>	<p>An employer is not looking at what you <i>have</i> done, but what you <i>can</i> do. You have to convince them that you are capable of taking on the job. Make a list of all of your relevant experience, including any volunteering or internships - just because you didn't get paid for a task doesn't make it any less valuable.</p>
<p>2. Be Honest About Your Skills</p>	<p>Talk about your skills sensibly. Make a list of the most important skills and experience relating to the job vacancy and come up with some concrete examples of where you demonstrated them.</p> <p>If you have leadership skills, talk about an event that you organised. Are you good at communication, provide an example of how this has helped you. For example, if you are caring for a sick relative, good communication skills are vital for liaising with medical professionals in an effective and timely manner.</p>
<p>3. Highlight Your Achievements</p>	<p>Talk about your achievements in different contexts such as education, work, volunteering and leisure. By talking about your achievements, you can reinforce your skills.</p>
<p>4. Make Sense of Your Skills and Qualifications</p>	<p>Many often fail to relate how their skills and qualifications in a meaningful way. That is, they can't explain how hiring them will benefit the company. For example, you might mention writing up coursework, which is not relevant to the employer. However, if you were to say that you have the skill to research and write up lengthy documents that will make communications easier for the department; you will have a much better response and understanding from the employer. Always focus on bridging the gap between what you did and how it is relevant to the job you are applying for.</p>

CV Blueprint Form

Your Name
Your Street Address, Your City, Post Code
Your Telephone Number, Your E-mail Address

OBJECTIVE

A brief statement about your job aim, why it is right for you and the steps you need to take to achieve it..

ACHIEVEMENTS

Write some brief statements that show concrete examples of achievements related to your Objective.

PROFESSIONAL EXPERIENCE

Dates employed, company name, location and job title. Phrases starting with active words which describe briefly the responsibilities of the previous job listed in reverse order.

**QUALIFICATIONS,
TRAINING &
EDUCATION**

Certificates, apprenticeships, NVQs, City & Guilds, degrees, or training that relate to your Objective. If impressive, list after the Objective.

**ACTIVITIES AND
INTERESTS**

List associations, memberships, and interests if potentially relevant to the Objective.

Note: Other section titles may be used depending upon what highlights your skills and accomplishments most effectively.

A functional CV lists your capabilities and experience in categories related to your job objective. Each category has an underlined title which describes that function, like Sales or Recruiting. This type focuses on skills rather than jobs. It is good to use if you have gaps in your work history or if you are looking for work in a field different from your last five years' of experience.

Functional CV

John Smith

10 Arkwright Street, York, YO17 9RD
0165 368 0000, john.smith@emailaddress.co.uk

Summary A managerial position in a large supermarket where my management, sales, and customer service skills can be used to their full potential to motivate staff and to help increase in annual turnover and profits.

Over 16 years of sales experience in supermarkets. Responsible for increasing annual turnover by 17% and managing a team of 13 sales assistants.

Sales: Increased sales by 17% resulting in a £200,000 profit increase. Trained new and existing staff in methods to increase sales and good customer service. Responsible for new stock orders and led on layout and promotional campaign and sales of stock.

Recruiting: Responsible for the recruitment of competent new full-time and part-time staff based on CV appraisal and own-designed interview process.

Training: Conducted weekly hour-long training sessions for staff on sales methods and customer service.

Management: Managed 13 sales assistants and organised holiday, sick and work rotas. Designed and organised promotions and sales. In charge of daily, weekly and monthly running of the store.

Achievements:

- Awarded best supermarket salesperson two years running
- Increased turnover by 17%
- Introduced new stock that subsequently increased profits
- Redesigned the layout of the store which helped attract new customers

Work Experience:

2004 - present Mitcham's, Ryedale
Superstore
Shop Manager

1998 - 2004 Cost Care, York
Assistant Manager

Education:

BTEC (Level 2) Business Administration;
BTEC (Level 3) Business Management

References: Available on request

A combination CV is a list of functional categories followed by a short chronological listing. This type takes elements of both of the other methods but allows you to be more creative. It allows you to demonstrate your best skills and traits and still fulfil some of the more conservative CV functions that some employers look for.

Combination CV

John Smith

10 Arkwright Street, York YO17 9RD
0165 368 0000, john.smith@emailaddress.co.uk

Summary: Experienced sales manager with good leadership skills and a pleasant and friendly manner seeks managerial position in a large supermarket where extensive management, sales and customer service experience, plus a proven record in increased sales and promotional skills can be put to use.

: Over 16 years' experience in supermarket industry. Increased turnover by 17% and managed staff of 13 sales assistants.

Sales:

- Increased annual turnover by 17% resulting in a £200,000 profit increase.
- Instructed staff in top selling and customer service methods, which helped increase profits.
- Awarded best supermarket salesperson in the county for two years running.
- Introduced new product line that increased sales by 9%.
- Used marketing knowledge to redesign shop layout and organise special promotions and sales, which also resulted in increased sales.

Recruiting:

- In charge of recruiting all new full-time and part-time staff through own devised interview process.

Training:

- Conducted weekly training sessions on sales methods and customer service.
- All staff able to correctly advise clients on purchases ranging from suitability of item to nutrition and healthy eating advice.

Professional Experience:

Mitcham's, Fulham **2004 - present**

Sales Manager

- Responsible for team of 13 staff.
- Duties included buying stock, promoting lines, organising sales and promotions, dealing with customers and cashing up daily takings.

Cost Care, York **1998 - 2005**

Assistant Manager

- Involved in purchasing new lines and stock.
- Handled cash and credit purchasing transactions.
- In charge of store when manager absent taking on full responsibilities.
- Dealing with customers, helping with purchases and finding solutions for complaints.

Education:

BTEC (Level 2) Business Administration;
BTEC (Level 3) Business Management

What Makes A Good Electronic CV

Remember, your C.V. has to impress the employer or HR recruitment manager very quickly compared to other CVs

Keep your CV targeted on the job.

Read the job advertised and research the company - link your CV to the job specification.

Present you CV relative to the job requirements – be accurate and concise.

Remove “distracting” information, eg. DOB / Gender/ Address / etc.

Don't use fancy fonts and graphics – unless appropriate to the job.

Ensure compatibility of your CV with Word, PDF formats.

Check for errors - use a spellcheck / ask someone else to read it.

Include links to additional online information when appropriate, eg.video's/previous projects/LinkedIn/ Twitter/ etc.

Reload CV to jobsites at least once a week to ensure they are up to date and relevant to job goal.

Active Language for CVs

Use active rather than passive words and phrases throughout your CV. The following list includes many good examples.

Active Words

<p>Administered Analysed Approved Arranged Assembled Built Composed Constructed Controlled Coordinated Created Designed Determined Developed Diagnosed</p>	<p>Directed Distributed Established Evaluated Expanded Facilitated Implemented Improved Initiated Invented Investigated Led Managed Negotiated Organised</p>	<p>Persuaded Planned Presented Presided Recommended Recruited Repaired Researched Revised Solved Sorted Supervised Trained Won Wrote</p>
--	--	--

When describing your experience use statements that start with verbs. Avoid the use of “I”, “Me” and “My” to begin statements.

For Example:

Instead of:

- I opened the mail and directed all incoming calls.

You could say:

- Directed all incoming calls
- Administered the mail and message systems for the entire department.

Checklist for CVs

Use good-quality paper.

Use a printer that produces clear, sharp type which will photocopy well. Use a good-quality copier (your local library or Jobcentre should have one), to make copies of your CV.

Your name, address, city and postcode, and your telephone number and e-mail address are at the top of the page.

Your job objective, if you choose to use one, appears directly under your name and address so that the reader's eye is led to it immediately.

Your job objective states clearly the functional areas in which you seek employment and the general level of the job you want.

The objective should avoid using a job title, e.g. Administrative Supervisor, when a more general designation such as Administration Management would allow you to be considered for a wider variety of openings at several different levels.

If you are applying for a specific job, use the exact job title.

Organise the contents of the Achievements section, if you choose to use it, to emphasise results produced, significant achievements, and recognition from others whenever possible.

List duties and responsibilities that show your specific skills and accomplishments. Give sufficient detail to help the reader infer your level of achievement.

Include everything directly related to your specific job objective.

Include education, formal and continual, which supports your job objective.

The CV is interesting to read as well as pleasing to the eye. Your enthusiasm should come across to the reader.

Mention awards, or community and social activities which support your job objective. Mention achievements which reflect your versatility or other exceptional qualities.

Avoid writing negatively of previous employers.

Avoid listing too many unimportant, meticulously detailed duties such as "opened mail, sorted correspondence".

Exclude all information such as National Insurance Number, religion, race, salary, age, weight, state of health, height, marital status, references' names, etc.

Check the spelling of every word and make sure the grammar and punctuation are correct.

All of the statements are presented in the same person and voice.

All of the phrases begin with action words such as "supervised", "directed", "developed", "implemented", "organised", "planned", etc.

The word "I" is used sparingly or not at all.

Be truthful about achievements rather than under-emphasising or hyping them too much.

Your CV is attractive to the eye, interesting, clear, concise, easy to read quickly, full of facts and details which prove that your experience and personal qualities would be assets to the organisation.

Suggestions for Writing Cover Letters

A cover letter can be used to introduce your CV and provides an opportunity to highlight how your specific skills match the job requirements. It can also be used in a 'letter writing' campaign when you are looking for possible job openings.

Make a Good Impression

Contacts with prospective employers should look business-like. Print letters on good quality paper in soft colours, which make it easy for prospective employers to read.

Make it Perfect

Proofread your letter with care. Make sure there are no spelling mistakes, grammatical or typing errors. You may want to ask someone else to review your letter and check for errors.

Use a Business Correspondence Format

Any business correspondence format will be fine. Centre it attractively on the paper and make it no longer than one page.

Write to a Specific Person

Make sure you have the correct spelling of the person's name, title and the correct address. Call the company and verify this information if you are not sure.

Make the Content Brief and Focussed

Personalise your cover letter – write to a specific person each time you write a letter. Most people are not impressed by a "stock" letter.

1. Use a grabber first sentence. A grabber sentence is designed to grab the reader's attention. This sentence should indicate that you know something about the company and how you can benefit them.
2. Tell how you became attracted to this particular company.
3. Include a paragraph that highlights your experience, skills and achievements that are relevant to the job and how they will benefit the employer. To do this you need to know something about the position or the company that you are writing.
4. Include a few sentences about your training and personal traits that make you valuable to a potential employer.
5. State your next step. Don't leave it up to the employer to contact you.
6. Thank the person for his/her time and consideration.

Suggestions for Writing Cover Letters

Mia Smith
10 Arkwright Street, York YO17 9RD
0165 368 0000

1st December 2014

Earl Jones
General Manager
Westside Car Dealership
777 Velleda Street
York
YO31 7JZ

Dear Mr Jones,

Currently more women than ever are buying cars for themselves and their families. I believe that I can help you gain an even greater share of this lucrative sales market. I am writing to you because I know your dealership has held the largest share of the market for the past 10 years and I am now interested in becoming part of a winning team.

In my ten years of experience in retail sales I have repeatedly exceeded my sales quotas. Due to my understanding of women's needs in colour selection, style, comfort and convenience, I am able to explain technical ideas in everyday language.

My excellent memory for current inventory and available options has allowed me to spend more time effectively selling products. I am a highly motivated sales person who quickly develops clientele and understands the importance of perseverance in closing a sale. I have consistently won awards for "Highest Sales for the Month". Further representative achievements are reflected in the enclosed CV.

I will call your dealership next week to see if we can arrange a time to meet. I thank you in advance for your consideration.

Sincerely yours,

Mia Smith

Tips for Making Your List of Job References

It is a good idea to prepare a list of people who can act as referees, as part of your job search. Choose people who know you, who know about your work and would give you a good recommendation.

- **Make a list of people who know you and know about your work.**
(Past employers, supervisors from paid and volunteer positions, colleagues, teachers)

- **Decide who you will ask to give you a job reference.**
Choose people who you think will give you a positive reference and who hold a position that others would respect.

- **Contact these people by phone or in person.**
 - Start with a greeting and give your name.
 - Tell the person you are looking for a job.
 - Let him/her know what type of job you are seeking.
 - Ask if he/she would be willing to be listed as a job reference.
 - Ask if he/she is aware of any job openings in your field.
 - Send him/her a copy of your CV and any other helpful details.

- **Include the following for each person on your list:**
 - Complete Name/Title
 - Organisation and Address
 - Phone Number and E-mail Address
 - How that person knows you.

- **Print your list on good-quality paper.**
You'll be prepared when an employer asks for your list of references. This list will also help you in filling out the reference section of an application.

- **Write thank you notes** to any reference that is called by a potential employer.

Periodically you may want to let your references know how your job search is going and ask if they have heard of any job openings.