

Job Search Workbook & Resource Manual



***Create Your Future. Shape Your Own Success.
The BEST position is the one YOU help create.***

Welcome to the Work Preparation Workshops

We are pleased to welcome you to the Work Preparation Workshops. These workshops are aimed at helping students succeed in their search for employment, whether your goal is a work placement or employment upon graduation.

As a student in a Humber program, you definitely bring valuable skills and knowledge to the workplace. But at the beginning of your search you may be wondering what types of jobs are out there. What are the companies that will hire you? What are the best ways to find a job?

You will be encouraged to know that a wide variety of job possibilities exist for all career fields. This means there are a lot of different ways you can apply the skills you have. The key to your success will be to explore and learn about your options, and to be actively involved in finding the jobs that fit you best.

**The ability to develop and carry out a job search plan
is a fundamental skill required for success in today's job market.**

This Workbook provides you with information on how to plan and conduct a job search. Our objective is to help you be the BEST that you can be, as you approach employers and seek employment related to your program of study. As with most things in life, the more you invest in this process, the more you will get out of it.

Here's to your success!

Work Placement Services Office, Room NX302

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Main Phone: **416-675-6622 x 5517**

Visit us at: appliedtechnology.humber.ca/work-placement.html

Follow us on Social Media:

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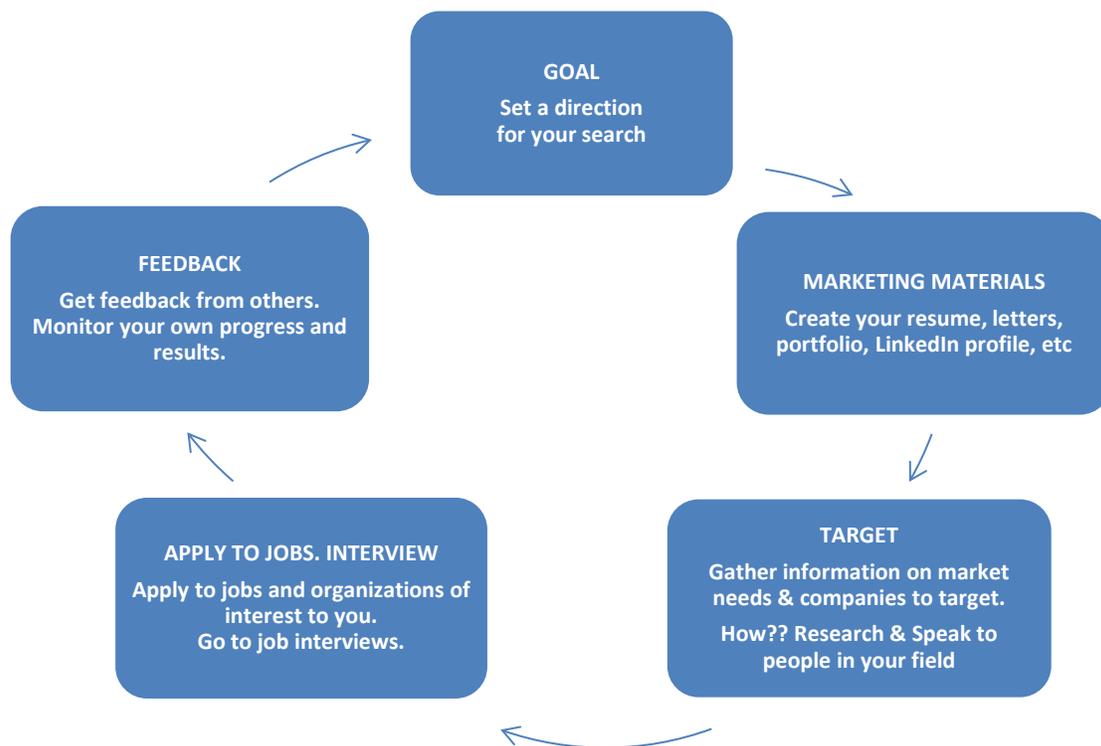
Create Your Future. Shape Your Own Success.

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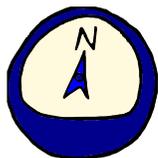
Shaping your own success means you determine the direction of your search and manage the individual steps to be taken. An overview of the basic components to a job search are:

- Develop an employment goal that best matches your personal needs and interests.
- Create “marketing materials” to describe yourself and show what you have to offer (eg. resume, portfolio, cover letter, LinkedIn profile)
- Target your search to the industries/companies that interest you and where you would really like to work.
- Use a variety of methods to uncover job leads and apply to jobs (eg. networking, job boards, associations, cold calling, etc.).
- Go to employment interviews.
- Review your progress on a regular basis. Ask others for feedback (Eg. ask about the content or quality of your resume, or how you are performing in interviews). Fine tune the elements of your search as required. Consult with your Employment Advisor if you are not getting the results you expect.

Overview – Job Search Components



Job Search Workbook & Resource Manual



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Work Term Guidelines

For Diploma/Degrees Students with a Work Placement Component in their Program

Why Hire a Student?

A work term experience allows a student to get a sense of a particular employer and career, and also gives the employer a chance to consider a potential employee for its business.

For the employer, there are a number of benefits to hiring a student. Here are some suggestions to discuss with employers. Students are able to:

- Bring practical skills to the workplace.
- Bring new ideas and energy to the employer.
- Contribute to the development of new products and services, and can help generate revenue.
- Assist with projects, overload situations, or seasonal fluctuations in a business.
- Fill in for employees on leave or on vacation.
- Take on a variety of tasks, enabling experienced staff to focus on other business priorities.

What are the Work Term criteria?

- Related to your program of study
- Productive work (not job shadowing)
- Paid employment
- May to August. See your Program for details on when this occurs in your curriculum.
- Ideally a 4 month placement. Minimum 10 consecutive weeks.

The Role of the Student During the Work Term

Students are encouraged to actively look for their own placement, as well as apply to job leads posted in the School's Student Job Portal. In the workplace, students are Ambassadors of their program, the School and Humber, and as such, are expected to:

1. **Honour their acceptance of an offer of employment, even if other offer(s) come along.**
2. Make every effort to maintain satisfactory job performance, and observe all practices, policies and procedures set by the employer at the workplace.
3. Accept feedback and suggestions for the improvement of his/her technical and interpersonal skills in a positive manner.

The Role of the Employer

The Employer plays a key role in the development of the student. The employer is asked to provide:

1. Productive work related to the student's program of study, along with relevant on-the-job and health and safety training.
2. Wages to the student for the work performed.
3. Supervision and direction on-the-job.
4. Feedback to the School on the student's performance.

To find that great job that is right for you, it's not enough to just think about your goals or wait for something to come your way. Here's a list of some of the to do's and ongoing activities that you need to be actively pursuing during your job search:



Job Search Action Plan ...

- Develop an employment goal.

- Describe my top 3 job-related skills (i.e. skills I am really good at).

- List 3 elements I would like to have in my ideal work environment.

- Describe a personal or work accomplishment that would make someone say "wow"!

- Finalize my resume and/or design portfolio.

- Prepare business cards to hand out at career fairs and when meeting people in general.

- Prepare a least a general cover letter.

- Read magazines, newspapers, association newsletters (or e-versions), to continually grow in my awareness of what is happening in the job market.

- List at least 5 sources of information on the job market, companies, etc.

- Name at least 3 industries that hire students from my program of study.

- Keep a running list of companies to research in my target industries and let them know I am seeking a summer work placement.

- Conduct at least 1 information interview or career conversation.

- Make a list of the people in my immediate network. Contact each of them for referrals to other people that I can contact for information.

- Name 1 professional association in my field that would help expand my network.

- Prepare a "Personal Introduction" for networking.

- Attend career fairs and networking events

- Visit the School's Student Job Portal weekly during the winter term.

- Follow the Work Placement Services Office on Twitter and Instagram.

- Set up a profile in LinkedIn, and join Groups (incl. Work Placement Services).

- Be able to concisely answer the question "tell me about yourself" in a job interview.

- Be prepared to respond to the most commonly asked questions in an interview.

Job Search Planning Tips – Work Placement Students

Start Early!

- Students are often surprised at how much time a job search takes. **Start several months before the Work Term.** Use this time to **prepare** your resume, research companies, and start to develop a network of contacts and referrals.
- Monitor job postings to grow in your awareness of typical job duties in your field, the companies that are hiring, the projects being awarded, etc.
- When in school, **plan to spend 2 to 3 hours each week** on your job search. When school is finished, your search for a placement should become full-time (5 days/week).
- Plan to **do something every week** to maintain momentum in your search. Weekly and daily goals often seem more achievable than bigger goals.

Get Organized!

- Develop an action plan – **set target dates and job search to-do's.** Stick to the dates you set. To keep your goals fresh in your mind, review your action plan on a regular basis.
- **International students** -> consider **work permit timelines/restrictions** when searching for a job.
- **Keep a file** or spreadsheet to track your day-to-day activities, the contacts you make, referrals, the jobs you apply to, etc.
- Keep hard or soft **copies of jobs you apply to**, and refer to these when invited to an interview.

Be Creative!

- Be open to speaking with new people. **Networking is not just who you know – it's who you are willing to meet.** Go to **trade shows and career fairs** to connect with people in your field.
- **Volunteer** your time with a **not-for-profit.** This is a great way to meet people while also contributing to a worthwhile cause. People you meet may be a source of job leads.
- Offer to **volunteer or work part-time in sectors or with companies** of interest to you, to gain valuable experience and contacts. These arrangements often **lead to summer work placements.**

Be Professional!

- Create an **appropriate voice mail** message.
- Use a suitable **email** address.
- **Follow-up** when you say you will.
- Send a **thank you note or email** to anyone who helps you in your search.

Employment Goals – Setting A Direction



Knowing where you want to go is an important step in your job search. Goals are very important to career success. In a job search, goals provide:

- motivation,
- a sense of purpose,
- a focus for your efforts or direction, and,
- a base for making decisions and choices.

Long term goals provide overall career direction. It may take several steps for you to achieve your longer range goal, such as gaining x years of work experience, furthering your education, acquiring a professional designation, etc.

What is your Long Term Goal?

Use the space below to jot down a few ideas about your long term goals. It may be helpful to consider why you enrolled in your program of study.

A **short term goal** usually refers to the next step in your career path. It is the goal you plan to achieve in the near future, for example, your summer work term.

What is your Short Term or Current Employment Goal?

Start to describe your short term goal in the space below. You may not have this goal finalized right now, however, its important to have a target in mind. Add to this as you gather information.

Consider the type of work you would like to do by job title or job function, industry sectors/products/services you are interested in, an ideal work environment, desired wages, geographical location, etc. Another approach is to consider the type of work placement that will contribute to helping you reach your long term goal.

Self-Assessment – Knowing Yourself



Success in your job search will depend on having clear and confident answers to questions such as:

- What are your strengths?
- What would you like to do?
- What are you good at?
- What type of work interests you?

Why is self-assessment important?

1. Your results will help you build your resume and be more confident in job interviews.
2. Employers will expect you to be able to discuss your skills and career interests with ease and confidence.
3. People who have a good understanding of their strengths and values typically perform better in interviews, and make more informed employment related decisions.

**Your Skills, Qualities, Values & Accomplishments
are part of what is UNIQUE about YOU.**

**They are part of what you have to offer an employer.
They help tell your story.**

You are encouraged to spend some time on self-assessment, that is, take an inventory of your top skills, qualities, values and workplace preferences. Also, consider your accomplishments and what you are proud of. **See Appendix A.**

Share your findings with people whose opinion you trust, and ask them for feedback. The more you invest in this process, the more you will learn about yourself.

Skills Trends

What Employers Look For - New Skills for the New World of Work

Skills trends reflect the skills that are, or will be, in demand in the labour market. To progress and succeed in the workplace, today's worker needs to be aware of the increasing emphasis placed on having/developing the following skills:

Computer: word processing, spreadsheet, database, internet, email, cad, 3d modeling

Communications: reading, comprehension, vocabulary, writing, spelling, speaking, presentation

Self-Management / Interpersonal: positive attitude and behaviours, problem solving skills, adaptable to change, ability to work as part of a team, project management skills



Class Discussion/Exercise – Skills

Review the “Skills Trends” on the previous page. Circle the skills that you have and are really good at. Record your top skills in the column on the left hand side. Complete the exercise by providing “evidence” that you have the skill.

My Top Skills	Evidence I Have This Skill

*When developing your resume, consider the skills you listed above, in addition to the other technical skills you have developed (or are learning) in your program of study.

The Resume, Letters and References



Your resume will often be the first method of contact with an employer. It will be the first – and sometimes the only – opportunity you have to make a good impression.

The average employer spends about 15 to 20 seconds on each resume, so you have to get your message across, and make that good impression, very quickly.

And in today's very competitive job market, your resume has to generate enough interest, but be different and stand out from the rest, so that the employer will want to interview you.

What Do Employers Look for in a Resume?

1. Start with an **Employment Objective or Career Profile** to focus the employer on the type of work you are looking for.
2. Clearly show what you have to offer, by describing your **skills, knowledge and experience** that will be of interest to the employer, or that most relate to the job you are applying to.
3. Show **genuine interest and tailor** your resume to their specific job or industry.
4. Be **concise** by summarizing your qualifications and what you have to offer. Keep your resume to 1 to 2 pages.
5. Make a **positive impression** – ensure your resume is well organized in layout, is easy to read, and looks good. In general, the easier your resume is to read, the more likely it will be read.
6. Use “**action words**” to describe what you have done and accomplished in past jobs.
7. **Correct spelling and grammar are a must.**

Your Facilitator will guide you through a process to develop a new resume, or update a resume you already have. View sample resumes on our website at

<http://appliedtechnology.humber.ca/work-placement/job-search-resources.html>

THINK ABOVE THE FOLD!!

Take page 1 of your resume. Fold it in half.

This is the space that gets read the most by employers. This is the true amount of space you have to get your message across and generate interest.

Does your resume work “above the fold”?

Sample Employment Objective Statements

On a resume, your **Objective Statement** follows your Contact Information. Your Objective provides a focus for the reader, and immediately tells them the type of work you are seeking and what you can offer. It can be expressed as a job title, or relay specific skills or experience. Keep it short and simple.

Your **Objective** should refer to the job you are looking for in your search - not your overall career goal.

Sample Statements for Work Placement Students:

Industrial Design Internship.

Summer position related to Mechanical Engineering Technology.

Civil Engineering Technology, Summer Work Term.

Summer work term related to energy auditing, energy efficiency and conservation.

Interior Decorating part-time opportunity in the kitchen and bath industry.

HVAC Technician role in the installation and service of residential/commercial HVAC equipment.

Describe your Work Experience

For great ideas to help you describe what you did in various jobs in your past, and provide you with the words to use, check out the job profiles at

<http://www.onetonline.org>

Select from this list of sample “action words” to describe your job duties and accomplishments.

Achieved	concluded	documented	improvised	Navigated	recovered	sorted
acquired	condensed	doubled	increased	negotiated	recruited	specified
activated	conducted	drafted	indexed	Observed	redesigned	spoke
added	conserved	drew up	influenced	obtained	reduced	staffed
addressed	consolidated	Edited	initiated	opened	referred	standardized
administered	constructed	effected	inspected	operated	regulated	started
advised	consulted	eliminated	inspired	ordered	related	stimulated
analyzed	contracted	employed	installed	organized	renegotiated	straightened
approved	controlled	enforced	instituted	originated	re-organized	streamlined
arbitrated	converted	engineered	instructed	oversaw	repaired	studied
arranged	co-ordinated	enlarged	interpreted	Performed	reported	supervised
assembled	counselled	established	interviewed	persuaded	represented	supplied
assessed	created	estimated	introduced	planned	researched	surpassed
assisted	cultivated	evaluated	invented	prepared	reshaped	systematized
audited	Decentralized	examined	investigated	presented	restored	Taught
Bought	decreased	exceeded	Launched	preserved	restructured	terminated
budgeted	defined	executed	led	prevented	reviewed	tested
built	delegated	expanded	liquidated	processed	revised	tightened
Calculated	delivered	expedited	located	procured	routed	timed
captured	demonstrated	Facilitated	Maintained	produced	Saved	traded
catalogued	designed	forecasted	managed	programmed	scheduled	trained
centralized	detected	formed	marketed	promoted	selected	translated
charted	determined	formulated	maximized	protected	served	traveled
collaborated	developed	founded	measured	proved	set up	Updated
collected	devised	Generated	mediated	provided	settled	upgraded
combined	diagnosed	guided	minimized	purchased	simplified	utilized
compiled	directed	Hired	moderated	Realized	shaped	Vitalized
completed	displayed	Identified	modernized	received	sketched	Wrote
composed	disproved	implemented	monitored	recommended	sold	
conceived	distributed	improved	motivated	recorded	solved	

Sample Resume Format #1

Suitable for a student with little or no work experience, and where technical skills have mostly been developed in school.

Your First Name followed by **Your Last Name**

House or Apt #, Street Address, City, Province, Postal Code

Tel: (ideally includes messaging)

Email: your.email@something.ca

Objective:

Provide a brief description of your current Employment Objective. This could be a job title of interest to you, the area you would like to work in, and/or the skills you could contribute. The Objective helps an employer see, right at the top of the resume, what you are looking for and what you have to offer.

Education:

Xxxx Engineering Technology Program, Completing Year 2

Humber College, Etobicoke, Ontario. Expected Date of Graduation May 2020

- List any academic achievements i.e. Honour Roll, Dean's List, awards. Some students include some of the courses they have taken

ABC High School, City, Province, 2015 **(High School Optional)**

- Received Ontario Secondary School Honours Diploma
- List any academic achievements i.e. Honour Roll, awards

Summary of Qualifications – or Summary of Technical Skills (Create a list of 5 – 6 bullets):

For top technical/general skills, areas of knowledge, qualities -> see your Self Assessment results

Keep this list to 5-6 bullets. Break longer lists into sub-sections and group your qualifications.

- List the top technical skills or areas of knowledge that you have, that relate to your Objective
- List the top general employability skills or qualities that you have, that relate to your Objective
- Highlight accomplishments or achievements, ideally that support your Objective (i.e. WOW Statements)
- List any certifications or licenses that you have Eg. Driver's license
- List the computer skills that you have

Work Experience: *(list jobs in reverse order)*

Job Title

Jul –Aug 2017

Employer, Location

Or

Brief Company Description Eg. Consumer goods packaging

Summer 2017

- Briefly describe your duties and accomplishments, beginning with Action Words. Highlight experience that supports your Objective.

Job Title

Summer 2016

Employer, Location

- Repeat step listed above.

Volunteer Experience – OR – Awards & Achievements – OR – Activities & Hobbies:

- List any volunteer or community leadership experience, special interests, hobbies & activities, etc., especially if these help to support your employment objective.

References: Available upon request

Sample Resume Format #2

Suitable for an individual with previous work experience. Note in this case, the Summary of Qualifications section typically comes before Education.

First Name followed by **Last Name** (include Designations eg. **P.Eng, MBA, PMP**)

House or Apt #, Street Address, City, Province Postal Code • 647-xxx-xxxx • name@service.com

Professional or Career Profile, or Objective Statement - focus on what you can offer the employer. The employer will read in terms of “why should I hire this person”, “what do they have to offer”, “how can they contribute to my operation”, “how can they help me make money”, “how can they help me solve a problem”?

“Summary of Qualifications” or “Project Highlights”(5-6 bullets)

- Over x years of experience in <industry>
- Technical expertise in <list>
- Strong background in <list>
- Demonstrated ability to <list>
- Highlight accomplishments or achievements that support your Objective (i.e. WOW Statements)
- Leadership, Communication, etc skills
- Computer Skills: <list>

Education

Project Management Postgraduate Certificate (Honours), 2010
Humber Institute of Technology & Advanced Learning, Toronto, Ontario

- Course Highlights: <list>
- Conducted a comparative study of the project management practices at XXX Company against PMI/PMBOK standards

Bachelor of Mechanical Engineering, City, 2001

Professional Experience

Job Title 2005 – 2009

Company Name, Location

Brief Company Description Eg. Consumer goods packaging

- Brief description of accomplishments, duties, responsibilities using Action Words

Job Title 2000 – 2005

Company Name, Location

- Repeat as per above

Professional Affiliations & Development

- Member, Project Management Institute, Southern Ontario Chapter
- Leadership for Tomorrow, York University

References Available Upon Request

Finished Resume Checklist

Review your finished resume and check (✓) each item below that applies. Continue to work on your resume until you can check (✓) each item on this list. Ask others for their feedback.

Format:

- The resume looks easy-to-read and well organized in layout (i.e. it has white space between sections, even margins, etc.)
- Text is consistent in format, font type & font size (10, 11 or 12 point).
- Headings are also consistent in format, font type and font size.
- Headings stand out through the use of boldface, capital letters or italics.
- Lists contain no more than 5 or 6 bullets.
- Resume is no more than 2 pages long.

Content:

- Contact information, including my full address, is at the very top of page 1.
- Contact info includes at least one phone number where someone can leave a voice message.
- Contact info includes a professional, “employer appropriate” email address.
- Employment Objective clearly describes the type of work I am looking for, or what I have to offer?
- Summary of Qualifications section describes my technical skills and experience, and supports my Employment Objective?
- Computer skills are listed.
- Under Work Experience, job duties are described using action verbs and accomplishments.

Quality:

- Resume has been spell-checked and proofread for grammatical errors.

Employment References

References are individuals who can discuss your technical abilities, personal qualities, career goals, and the like, with a prospective employer.

For employment purposes, the **best references are current or previous supervisors** who can discuss your actual performance on-the-job. Even if the job you held in the past is not related to the job you are going after, a previous supervisor can discuss your reliability, your ability to work with others, the initiative you took, what you did well, etc.

Next, **your instructors or professors** are suitable references as they have been involved in your job-related training. **Family friends, doctors, lawyers, clergy, politicians, etc, are less desirable** because they usually cannot discuss your technical abilities, yet they may know something of your character if they know you personally.

Prepare a list of your references:

1. Think about who would provide a good reference for you.
2. Contact each individual and ask for his/her permission to use their name.
3. Prepare a sheet with a list of your references, following the example below.
4. Bring a copy of your reference list to all job interviews.
5. In general, do not include references on your actual resume.

*For a professional look, use the same format (type size, font, etc) as you do on your resume.

<p style="text-align: center;">Peter Lee 123 Main Street, Mississauga, ON M2J 4T7 Cell: 416-675-1122 Email: Peter.Lee@gmail.com</p> <p style="text-align: center;">List of References</p> <p>Joseph Allen, Plant Manager WB Manufacturing Toronto, ON Bus: 416-555-8888 Cell: 416-122-9999 Email: max@wb.com *Direct supervisor</p> <p>Kerry Johnston, Program Coordinator Sustainable Energy & Building Technology Diploma Program Humber College, Toronto, ON Bus: 416-675-6622 Ext. xxxx *Professor</p> <p>Sally Martin, Director of Human Resources XYZ Pharmaceuticals Mississauga, ON Cell: 647-225-8899 *Family Friend</p>
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Cover Letters and Emails

Your cover letter is an opportunity to introduce yourself to an employer. Ideally you should customize your letters to show how you meet the requirements of a specific position, or how you would fit within a specific industry. Letters also impart something about your written communication skills and writing style.

What Do Employers Look for in a Cover Letter?

1. Employers want to know **why you are writing** to them – the purpose of your letter.
2. Employers want to see **what you have to offer** – the skills, knowledge and experience you have – so they can evaluate your application in light of open jobs, or plans for their organization.
3. Employers will also evaluate **your ability to communicate**. Correct spelling and grammar are a must.

You will correspond with employers and individuals in your network at every step of your job search.

You will write to:

- Ask for an information interview
- Apply for a specific job
- Submit a resume to a company of interest to you (unsolicited)
- Thank an employer for a job interview
- Thank someone for an information interview, or for helping you in your search
- Accept a job offer

Letter Basics

Letters typically consist of the following 3 sections:

1. Opening: Why are you writing?
2. Body of Letter: Describe what you have to offer.
3. Close: What action do you desire? An interview? A time for a follow-up call? etc

Emails are a less formal method of communication, however, still contain the 3 basic elements when communicating with employers or people in your network.

View sample letters on our website at

<http://appliedtechnology.humber.ca/work-placement/job-search-resources.html>

Sample Starting Sentences for Letters

Your advertisement for a CAD Operator caught my attention.

I am seeking a summer position in Design or Project Planning within your company.

Please accept my resume as an application for a contract opportunity in your organization.

It was a pleasure speaking with you the other day. At your suggestion, attached is a copy of my resume for your review.

A friend and colleague, <<provide name of contact>> recommended I contact you regarding employment in your engineering department.

At the Design trade show, I had a great discussion with <<provide name>> at your booth, and was excited to learn your company has a summer work term program for Interior Design students.

Your posting for a <<_____>> caught my attention.

Your Director of Manufacturing, Henry Smith, suggested I contact you regarding employment opportunities in your division.

I read with interest that your company is developing a new product line in << _____>>. An opportunity to join your team would be amazing.

Henry Smith felt my skills and experience might be of value to your company, and suggested I contact you.

As a Civil Engineering student with experience in surveying and road works, I believe my background would be of interest to you.

As an Electrical Engineering student at Humber College, I am eager to start my career with a major electrical utility. I believe I have the skills and knowledge to be able to make a contribution to your engineering department this coming summer.

Thank you for the tour of your plant yesterday. It was really interesting to see

Sample Cover Letter #1

Applying to a posting you found online

Date

Dear Hiring Manager

(Use "Dear Hiring Manager" if you don't have the contact's information)

RE: Manufacturing Project Assistant, Summer Program (File #4544)

Paragraph or Sentence #1 - Opening:

I am very interested in your position, which was posted on the Work Placement website at Humber's School of Applied Technology.

Paragraph #2 – Body of Letter - List the key skills and experience you have that relate to the position. Make a link between what you have to offer, with the job opportunity and/or what you have learned about the Company.

During my studies in the Mechanical Engineering Technology program and practical work in the labs, I have developed skills in _____.

Last summer I had the opportunity to work for XYZ Company which manufactures _____. I operated _____ machinery and worked on a small project to reduce waste in my work area.

My previous supervisors have described me as a hard working and reliable individual. I possess strong communication and problem solving skills. Through group projects at Humber and my experience at XYZ, I have demonstrated my ability to work well as part of a team. My computer skills include MS Word, Excel, Project, and SolidWorks.

Paragraph or Sentence #3 – Close:

Attached is a copy of my resume. I look forward to meeting with you, to discuss my skills and your position. Please contact me by phone or email to arrange an interview. Thank you for your consideration.

Sincerely,

Joe Jones

Tel: 416.123.4567 (after 5 pm)

Cell: 416.987.6543 (messages)

Email: joe.jones@hotmail.com

Sample Cover Letter #2

Email to a Company of interest to you, that you found through your networking

From:	Joe.jones@hotmail.com
Subject:	Joe Jones Humber Mechanical Technology Work Term
To:	Bob.smith@abc-manufacturing.com
Cc:	
Attachments:	 Joe Jones Resume.docx

Hi Mr. Smith,

How are you today? We met at the career fair at Humber College last week. You may recall I am in the Mechanical Engineering Technology program, with prior work experience in a high speed packaging operation. You asked me to contact you by email, and send you a copy of my resume (attached).

Our discussion around your approach to managing projects was very informative. The scope of projects at ABC is exactly the type of challenge I am currently looking for this summer. I feel I have learned a lot in the Mechanical program, and could definitely do well in the summer student job you described.

Please call or email at your convenience, to discuss the next step.

Cheers,

Joe Jones

Tel: 416.123.4567 (after 5 pm)

Cell: 416.987.6543 (messages)

Email: joe.jones@hotmail.com

<http://ca.linkedin.com/pub/joe-jones/14/1999>

Gathering Information



In a job search, gathering information is an ongoing process. There are two methods to gather information – (1) research and (2) speaking to people. Be prepared to use both methods throughout your search.

Method 1 - Research – Involves reading and learning from **print** or **online** resources:

- ✓ School of Applied Technology Career Resources
<http://appliedtechnology.humber.ca/work-placement/job-search-resources.html>
- ✓ Humber Career Centre – Career Exploration
<http://careers.humber.ca/studserv.php>
- ✓ Google key words related to your field: www.google.ca
- ✓ [Twitter](#) (follow people or companies in your field)
- ✓ [LinkedIn](#), [Instagram](#), [Facebook](#) (look for company information and contacts)
- ✓ Blogs, Newspapers, Magazines, Trade Journals (print and online)
- ✓ City or Municipality Business Directories, Chamber of Commerce
- ✓ Association websites
- ✓ Company websites
- ✓ Job boards

Method 2 - Information Interviewing – This refers to speaking with **people** who are familiar with the industries, companies and/or jobs of interest to you.

Some Really Good Reasons to Gather Information!

1. Learn more about the **jobs/careers** that would use your skills, knowledge, experience and interests, the **industry sectors** that have such jobs/careers, and the **names of companies/people** to contact,
2. Identify **trends** that may impact your profession (new technologies, impact of globalization, where are jobs being created/eliminated, etc)
3. To **tailor your resume and cover letter** (emphasize the qualifications you have)
4. Prepare for **interviews** (learn about the company, the projects/problems they have)
5. Increase your **technical knowledge** and credibility in your field (learn to speak the “language” – the technical jargon of a field or occupation)
6. Add to your **network** of contacts
7. To uncover **job leads!**



Exercise – Industries/Companies to Target

Let's start to identify some industries and companies that may have needs for someone with your skills, knowledge and experience. Do you already have an idea about the industries/companies you would like to work for? Do you know which companies have hired students/grads from your program in the past?

Visit at least one **Career Exploration website** to learn more about your career options:

Govt of Canada – Working in Canada: <http://www.workingincanada.gc.ca>

Ontario Job Futures: <http://www.tcu.gov.on.ca/eng/labourmarket>

O*Net OnLine –Career Exploration: <http://www.onetonline.org/>

In the spaces below, record the top 3 sectors to target in your search. List some of the companies you can apply to in these sectors. Add more companies to your list as you gather more information about where you can apply your skills and experience.

Industry Sectors to Target	Names of Companies in this Industry Sector



Exercise - Skills Research

Research some companies in the sectors identified on the previous page. Consider, to name a few:

- ✓ Career Exploration websites
- ✓ Company websites
- ✓ Job Boards

Go to different sites and **review the student, graduate or entry level jobs** posted online, that are related to your program of study. In the space below, record the skills that appear most often. **Consider this information when preparing your resume/cover letters.**

**Make copies of this page, or use separate pieces of paper, if you are pursuing other industry sectors.*

Companies & Sample Job Titles listed in postings:	
What key technical and soft skills are referred to most commonly in their job postings?	
Common <u>Technical Skills</u>:	Common <u>Soft Skills</u>:

Companies & Sample Job Titles listed in postings:	
What key technical and soft skills are referred to most commonly in their job postings?	
Common <u>Technical Skills</u>:	Common <u>Soft Skills</u>:

Example – Research Companies Using Business Directories

Visit the City of Brampton website – Economic Development -> Business Directory

<http://www.brampton.ca/EN/Business/economic-development/Research-and-Data/Pages/Business-Directory.aspx>

Eg. A search for “furniture” yielded over 80 companies involved in the furniture business – from furniture design, to manufacturing to interior decorating and retail firms.

The screenshot shows the City of Brampton Business Directory website. The search bar contains the word "furniture" and the search button is labeled "SEARCH". Below the search bar, there is a table of search results:

Business Name	Address	Phone	Website
ALPA OUTDOOR PRODUCTS	100 EXCHANGE DR UNIT 6,7	905-796- 6631	Map it!
AMARA FURNITURE MANUFACTURING	287 GLIDDEN RD UNIT 12	905-874- 6511	Map it!
ARROW FURNITURE	258 QUEEN ST E	905-450- 1048	www.arrowfurniture.com Map it!

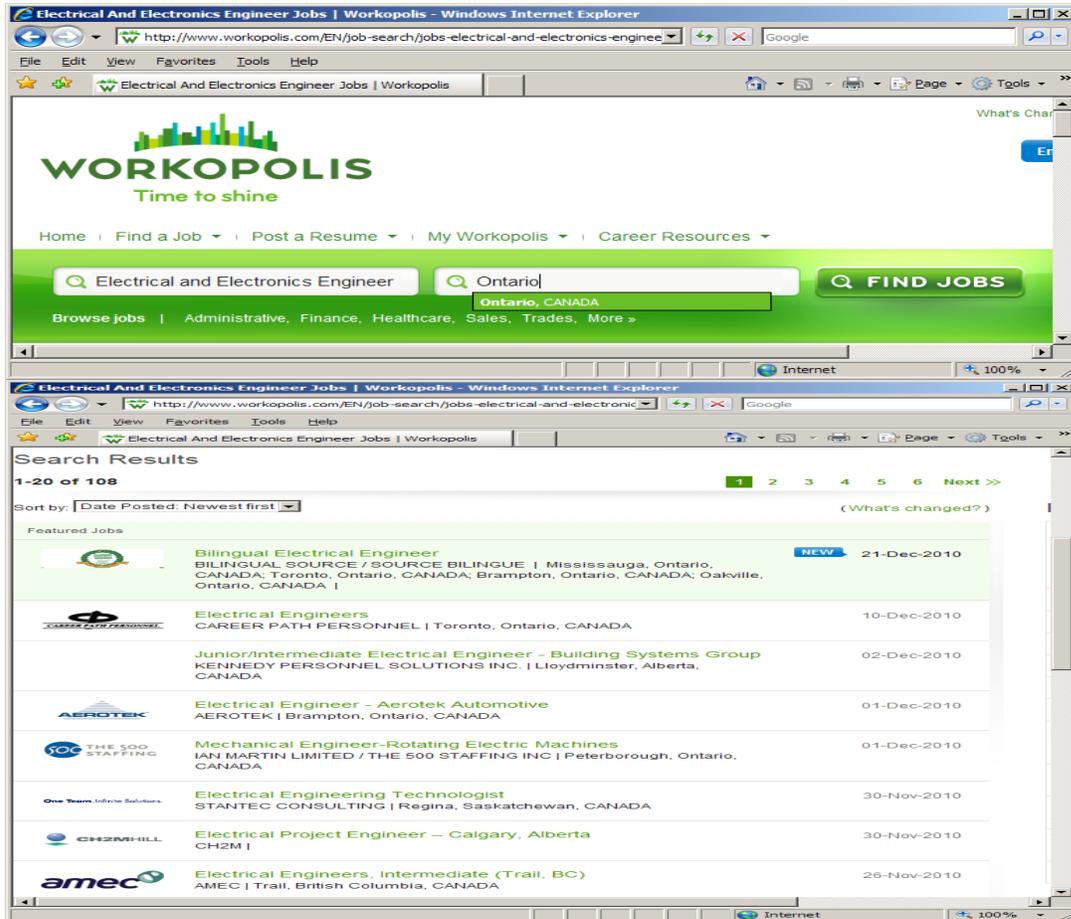
Example – Research Companies Using Facebook

The screenshot shows the Facebook page for Trane, Inc. The page includes the Trane logo, a "Like" button, and a "Description" section. The description states: "From Wikipedia, the free encyclopedia **Trane Inc.** is a subsidiary of Ingersoll Rand and is the successor company to the American Standard Companies. It is a global provider of heating, ventilating and air conditioning (HVAC) systems and building management systems and controls under the Trane and American Standard brand names. Its offerings include service and parts support and financial solutions. Trane has offices, service operations, joint ventures and manufacturing facilities around the world. Trane has its international headquarters in Piscataway, New Jersey." There is also a "History" section starting with "In 1885, James Trane, a Norwegian immigrant from Tromsø, opened his own plumbing and pipe-fitting shop in La Crosse, Wisconsin. He designed a new t... system. Trane vapor heating. Reuben Trane, James' son, earl...".

Example – Research Companies by Using Job Boards

There are many job boards. Let's go to Workopolis at www.workopolis.ca

Eg. In this example a search under “Browse Jobs” > “Engineering” > “Electrical & Electronics Engineer” yielded 146 results, from junior to senior engineering jobs, project managers, etc. Are these employers looking for someone with your exact experience? Not necessarily. The key is to use the information in these postings to see who is hiring, who is growing, what firms are looking for project expertise, etc., to target your job search efforts.



Example – Research Companies Using LinkedIn





Your Job Search Questions/Concerns

It's important to approach the job market with confidence, and a positive attitude. Take the time now to check out any questions that you need answers to in order to start your search, as well as any concerns you may have related to your job search or the job market in general. Use the space below to record the questions you have.

Here are some other sample questions for you to consider:

- I hear a lot about this ___<trend>_____ in the news. What is your perspective on what is happening, and the impact on hiring trends – say, for students or recent graduates?
- How (or why) did you get into this field? What is your background?
- What particular skills, education or training does this type of work require today? In the future?
- What personal attributes do you feel are essential for success?
- What type of person is most suitable for this type of work?
- Would you describe a typical day? A typical week?
- Just so I can set realistic expectations, what can a graduate expect to earn?
- What do you think about my resume? Is it suitable for the type of work I'm seeking? Are there changes you would suggest?
- What obstacles do you think I will face in reaching my objective? What is your advice on how I can overcome them? What do you suggest that I need to do or learn?
- Would there be someone else I should talk to about a career in this field? May I use your name when I contact them?
- What is the best way to go about looking for work in this field?

The Information Interview (Career Conversation)

Consider the questions you developed on the previous page. It may be that the answers to some or most the questions you have, are not going to be easy to find in print or online. Your other option is to talk to people who have the experience/knowledge to answer your questions.

Speaking to others will typically provide you with more **reliable and insightful information** than what you will find in print or online resources alone. A person in a specific job or company can provide you with first-hand information on the realities of that job or company.

In a job search, one of the best ways to gather information is to speak with people working in the field related to your program of study, or other people in business or industry who have insights into the job market. This method of gathering information is commonly referred to as “**Information Interviewing**”.

**The Information Interview is not a job interview.
In an Information Interview, your goal is to gather information
to help you make employment-related decisions.**

A lot of employers will agree to meet with a student for 10 to 20 minutes - not to hire them - but to **HELP** with any questions the student may have. The 2 key benefits are:

1. Employers who agree to meet on this basis are usually very helpful. They can provide invaluable career advice, a critique of your resume, referrals to other people, etc.
2. When students make a good impression, they are sometimes contacted by the employer when a job opening does occur!

Making a good impression.....Be credible! Be memorable!

1. Be **professional** in your approach, attire and attitude. Treat the telephone conversation or in-person meeting as you would an employment interview.
2. Be **prepared** - ask **good questions** that show you are putting an effort into your search.
3. Don't waste a person's time by asking questions you can easily find the answers to online, such as: "What does your company do?"
4. Depending on the situation, it is acceptable to ask the employer if you can send him/her a **copy of your resume** should opportunities develop.
5. Send a **thank you** note or email to any person who helps you.

Information Interview Techniques

Identify The Questions You Have

1. Make a **list of the questions** you have, or the information you need. Asking for feedback on your resume or design portfolio is a very good place to start – people working in the industry are the best people to discuss what employers look for.

Identify / Source People to Contact

2. Involve people that you know in your information gathering. They may not have the answers you seek, but may be able to refer you to people they know who can help you. Source new people through referrals, social media and cold calling.

Plan Your Communications

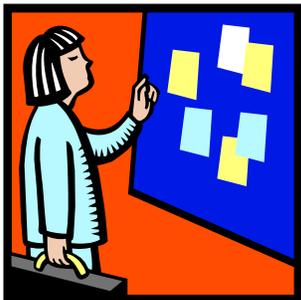
3. Depending on the relationship you have with the contact, their availability, physical location, etc., you may choose to meet **face-to-face, call them or email**. It is not uncommon to start with a meeting, and then phone or email as new questions arise.
4. Prepare a **“script” to introduce yourself** (see samples below). Indicate how you got this person’s name (such as through a referral from so-and-so) to capture their attention.
5. Explain the **purpose** of your call, and why you would appreciate their help, eg. to obtain their advice on the market, feedback on your design portfolio etc. Have a few key points written down in advance, that you would like to cover.
6. Be respectful of the other person’s time. Keep your phone call or meeting time to no more than **15 or 20 minutes**. Keep emails brief. Bring a copy of your resume to a meeting, so the contact can quickly scan your background.
7. Get **referrals**. Politely ask every person you speak for the names of people you could contact for information, or to approach when you are ready to make a job application
8. Use every opportunity to **expand your awareness of the job market**. Ask about trends that might impact your employment prospects, areas of growth, etc.
9. Send a **thank you** to people who help you. Keep your **Activity Log** current.

Information Interview – Sample Introduction:

Someone You Know – Asking for Referrals: *So I’m trying to figure out what to do this summer for my work term. I think I would like to work in something related to _____. You have an aunt who works at _____ company, right? Would you send me her email address? Maybe she can help me with some info.*

A New Contact: *Hello Mr. Smith. My name is _____ and I am a student at Humber College in the _____ program. I’m doing some research on the career options, so I can target my search for a work placement this summer. Would you have a few minutes to help me with some career-type questions? Is there a time when I can call you back, or would you be available to meet for 10 minutes?*

Strategies to Gather Information & Job Search



In your job search you will want to use a variety of strategies to gather information and then search for jobs. Devote more effort to strategies that are likely to give you the most favourable results.

Networking is the most effective job search strategy. Plan to devote the greater part of your job search time to networking.

Informal Job Search Strategies

Informal strategies involve building a network of contacts, and making yourself known to others. Here are some informal strategies.

Your Personal Network: Let your family and friends know the type of work you are looking for. Ask for the names of people they know, for additional people to contact for information and job leads. People close to you know you well, and are going to be most interested in helping you.

Volunteer with a Not-For-Profit Organization: Volunteering your time in your community or for a cause that is important to you, is another great way to meet people who can provide career advice, referrals to people they know, or even job leads. Its also great experience to have on your resume!

Volunteer or Work Part-Time/Contract in an Industry/Company of Interest: This strategy provides you the opportunity to prove yourself and show what you can do. This arrangement helps you gain valuable work experience, industry knowledge and professional contacts. Often this strategy can lead to a summer work placement (and even full-time employment upon graduation).

Join a Professional Association: Associations hold monthly meetings, networking events, trade shows, etc. for their members. Many offer student memberships at a reduced rate (or at no charge), which includes access to events and member directories. Joining an association related to your field is a great way to meet people in your profession who can provide career advice, referrals, and job leads.

Religious Affiliations, Social Clubs, Sports, Hobbies, Community Involvement: People you meet at church or temple, or in clubs or groups may belong to, are another great resource for career advice, referrals and job leads.

Social Networking Sites: Sites such as LinkedIn and Facebook provide an online opportunity to expand your network of contacts, identify people to approach for an information interview, and in general, to make yourself and your job search parameters known to others. Through LinkedIn you can join Groups in your profession. Also check out Humber Alumni groups for your program.

Direct Mail/Email: Research companies of interest to you. Send a customized resume and cover letter to the hiring manager, expressing your goal/interests and why you would like to work for them.

Employer Websites: When researching companies, check out “Careers” pages on their websites or go to “Contact Us”. These are great ways to find out what skills they looking for, if they are hiring/expanding, as well as add to your network of contacts.

Cold Calling: Visit companies of interest to you or call them, to request an information interview, find out if they are hiring, or to leave your resume. Add people you speak with to your network of contacts.

Formal Job Search Strategies

Formal strategies are used to apply to jobs that are “advertised”, in online postings, newspaper ads, listed with employment agencies, etc. When jobs are advertised, however, the competition for those jobs is increased.

Check out job postings at:

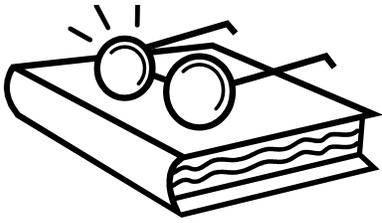
- ✓ Work Placement Services, School of Applied Technology – Student Job Portal: <http://www.humber.ca/appliedtechnology/work-student-job-portal-login>
- ✓ Humber Career Centre Job Board: <http://careers.humber.ca>
- ✓ Humber Community Employment Ctr Job Postings: <http://ces.humber.ca/job-postings.html>
- ✓ Alumni Associations: From previous educational institutions you have attended.
- ✓ Professional Associations: Many associations have a jobs database online for their members.
- ✓ Internet Job Boards, Search Engines (eg. Workopolis, Monster, Eluta, Indeed, Craigslist, etc)
- ✓ Recruitment agencies
- ✓ Newspapers, magazines, trade journals

Social Media - Check out job postings, connect with others (network) at

- ✓ Twitter
Follow Work Placement Services on Twitter: [@HumberTechWorks](#)
- ✓ LinkedIn
- ✓ Facebook

Also make sure to visit

- ✓ Job Fairs, Career Fairs, Industry Trade Shows (on-campus and off-campus)
- ✓ Government Placement Offices or Resource Centres, Online Job Banks



.....worth reading.....

The “Hidden Job Market” – The Inside Scoop on What Every Job Seeker Needs to Know!

A recent study indicated **over 65% of available jobs are NOT advertised**, but rather, are obtained through informal methods (personal networking and contacting employers directly). This confirms that informal methods really do work!

The **hidden job market** is the term used to refer to all the opportunities that are not advertised in print or online, or listed with employment agencies. The way to tap into this hidden job market is to use informal and creative job search strategies.

Some job hunters initially think informal strategies are too general to be effective. Here are some benefits to “direct contact”, whether this is through a referral, a networking call, a cold call, or an information interview:

Direct contact can mean little or no competition.

If you have made a good impression with a manager or if your resume is on file, you will likely be contacted if an opening does arise. You will be competing against a much smaller pool of candidates than if you waited to apply when a job is posted.

Direct contact can provide a busy employer a timely solution to a staffing need.

The employer may have been thinking about hiring someone for a while (business is growing, they have a project need, someone just went on sick leave, etc). The employer may be too busy to even start to look for someone. Seeing what you have to offer may prompt the employer to proceed. And the hire will likely be you.

Direct contact can stimulate new job creation.

Some employers are not aware of how a student or recent graduate can contribute to their business. When they hear from a candidate and see the skills and knowledge the individual possesses, it is not uncommon for the employer to create a job or project for that individual.

Woody Allen is credited with saying “**90% of life is showing up**”. This is so true in the job search. You can’t wait for jobs to come to you, or to appear on a job board. Success will come when you are out there, making contact, and making things happen for yourself!

Network Your Way to a Job

A key job search strategy is to understand that the majority of jobs are found through people, and to learn how to get the best results by working through people.

Networking refers to involving people in your search. Networking refers to developing a “network of contacts” that you can contact for information, and to find out more about job leads or companies/industries of interest to you.

Part of “building” a network involves asking each person you connect with for referrals to other people they know. The idea is to contact these “referrals” for advice or to find out more about job leads, and then ask them for referrals.

Referrals are valuable contacts that would be difficult to find using other methods. While these contacts may be a friend-of-a-friend, this connection might be the only reason they are willing to speak with you initially. In addition, employers often prefer referrals from employees and trusted colleagues, than on applicants that come through from job boards or agencies.

Strategy for Students, Recent Graduates, New Canadians

For students and recent graduates who typically do not have a lot of work experience, involving others in your search and using referrals is often **THE MOST** effective way to find jobs leads. It then follows that **developing contacts and referrals will be THE MOST productive use of your job search time.**

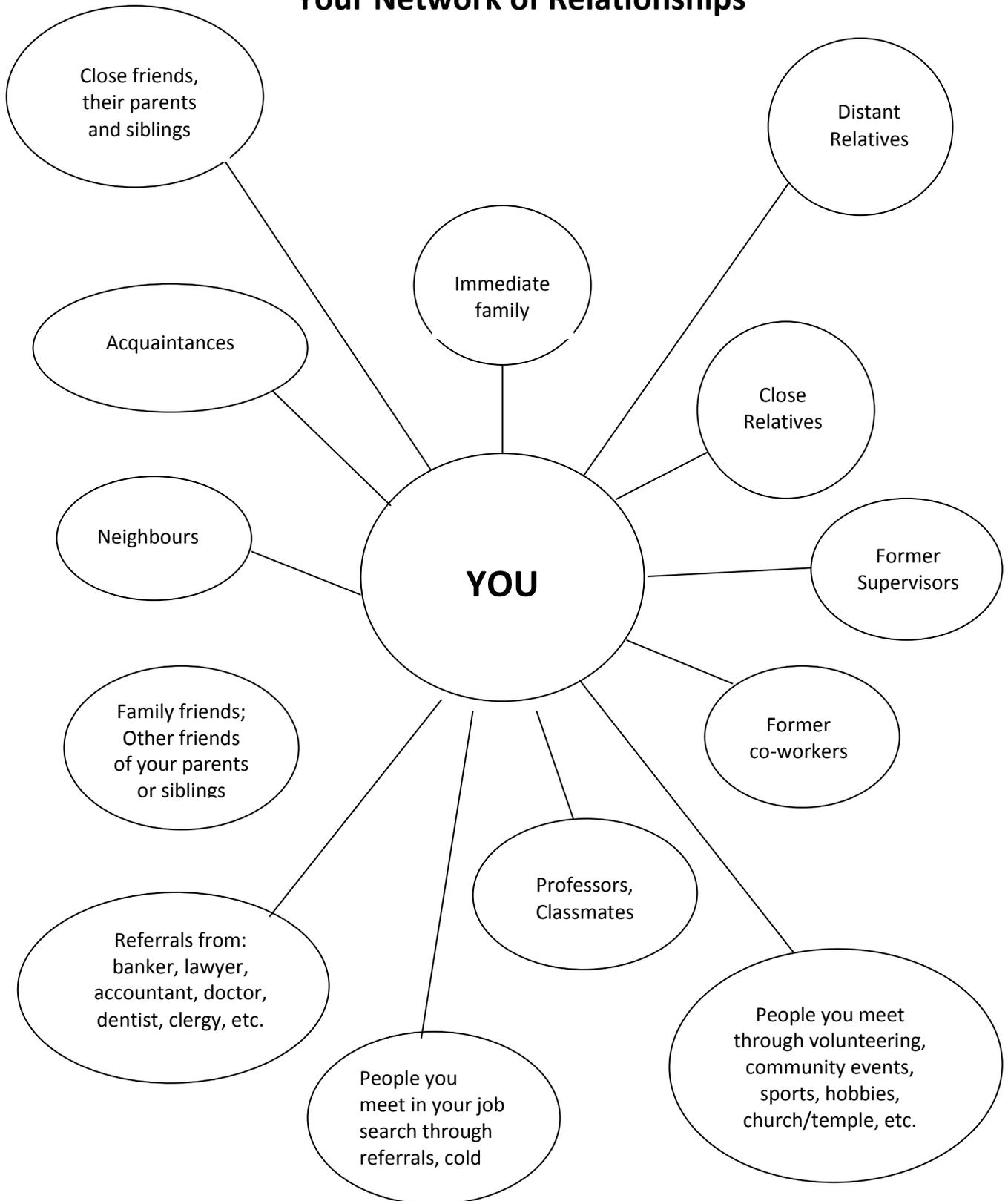
What if you don’t know anyone “in your field”?

A lot of students ask this question – they have yet to work in their field of study and do not have any contacts in their profession. We also hear New Canadians say they don’t know anyone in this country. It is not necessary to have a ready-made network of contacts! The key is to start to develop and continue to build a network of contacts. Whether you are a student or a newcomer, you can learn how to network, and start to uncover job leads, in a relatively short period of time.

Review the “Network of Relationships” diagram on the following page. You will see that family, friends, professors, classmates, etc. – people you already know or “warm contacts” – are not your entire network. Your network will also include people you will meet for the first time during your job search (“cold contacts”). These are individuals you may meet at association meetings and career fairs, or people you contact through referrals or cold calling or LinkedIn. In short, it’s not about having a network already in place, it’s about starting to build a network.

Networking is not just who you know – its who you are willing to meet.

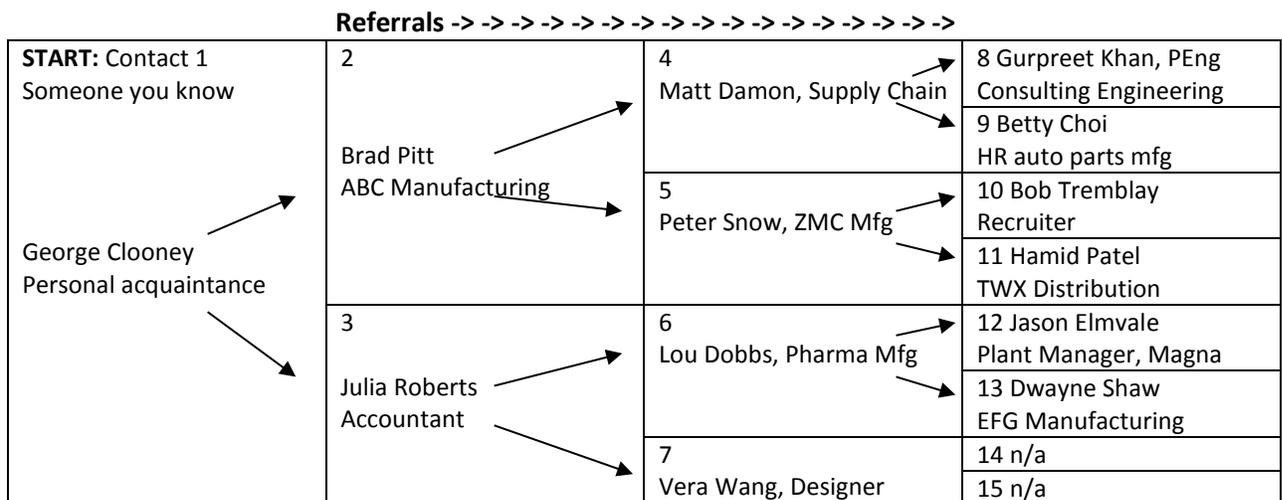
Your Network of Relationships



Growing Your Network of Contacts

Each contact you have knows other people whom you can add to your network. The following diagram illustrates how a network can grow. By starting with one individual that you know, and developing 2 referrals from each person you contact, you reach almost 15 contacts very quickly.

Do the math: If you started with 10 people you know, and asked each person for 2 referrals, and then continued this process of asking each person for 2 referrals.... after 4 cycles, you would have a network of more than 450 people!



Your Initial Network of Contacts & Referrals

- Use the space provided below to make a list of the people you know.
- Contact these people and ask for referrals who you would contact for career advice and/or to see if they know of job leads or which companies are hiring.
- Record all contact detail in your Activity Log.

(A) People I Know	(B) = Referrals from "A Contacts"	(C) = Referrals from "B Contacts"
Immediate family, relatives		

(A) People I Know	(B) = Referrals from "A Contacts"	(C) = Referrals from "B Contacts"
Close friends, their parents, family friends, neighbours, etc		
Current or former supervisors, co-workers		
Humber professors, classmates, other teachers		
People you meet through volunteering, community events, religious affiliations, social clubs		
People you met through sports, hobbies		

(A) People I Know	(B) = Referrals from "A Contacts"	(C) = Referrals from "B Contacts"
People you have met at professional associations, trade shows, etc.		
Other		

Your Personal Introduction (20 Second Summary)

Before you start networking, you will need to have something to say about yourself (your situation, your strengths, your interests, etc). Your personal introduction - also referred to as your "20 Second Summary" or "Elevator Speech" - is a brief and concise way to introduce yourself to people you encounter in a variety of situations, such as:

- To arrange an information interview
- Job fairs, career fairs
- Trade shows, conferences, association meetings
- When contacting an employer by phone
- When contacting an employment agency
- In an interview, when an employer asks you to tell them a little bit about yourself

Your Introduction is exactly that – a description of who you are and what you are all about, as a student or as a professional working in your chosen field. The purpose of having an Introduction is to:

- Generate interest in your skills and abilities
- Demonstrate your verbal communication skills.

Preparing Your Personal Introduction:

- Emphasize your **positive points** and what you have to offer (not what you may lack).
- For most students, actual work experience is usually limited. Therefore, focus on the **special skills you possess, your education, and what you have to offer**. As you progress in your career, you can place more emphasis on work experience and formal education.
- **Practice** your introduction out loud, to ensure it is clear and concise. Speak clearly and slowly. Refine the wording so that it flows. Practice in front of a mirror. Practice on friends and family, and get their honest feedback. Make sure you can recite your introduction from memory.
- Develop **several versions** of your introduction so you can modify it to fit different situations.
- Above all, keep your "20 Second" introduction **brief and to the point**.

Sample Introductions

New Contact – Career Fair:

Hi. Pleased to meet you. My name is _____ and I'm in the Architectural program at Humber. I have some experience in construction, and I was just looking at the list of projects your company works on. What kinds of opportunities do you have at the project coordinator level?<employer responds>.... That sounds very interesting. Would I be able to email you my resume? Thank you for your time.

New Contact:

Hello Mr. Smith. My name is _____. I'm a Year 2 student in the Electronics program at Humber, and have really strong skills in circuitry, soldering and problem solving. I am looking for a summer work placement and I noticed on Workopolis that you are hiring senior people right now. May I ask what your plans are to hire summer students?<employer responds>...Yes, there are incentives to hire students. Can I pass on your name to my Employment Advisor at the School, who can send you more information about the incentive program?

Referral from a Contact:

Hello Mr. Smith. My name is _____ and I was given your name by _____. S/he suggested you would be a good person for me to speak with about my career choices. I'm in the _____ program at Humber College, and I'm looking for a relatively entry-level opportunity in _____. Would you have a few minutes to speak now?



A Personal Introduction - Your Turn

Use the space provided below to draft your Personal Introduction.

The Employment Interview



The purpose of the job interview is two-fold

- 1) For the **employer to determine** if you have the skills, knowledge and experience required for a job, as well as the attitude and interpersonal skills that will “fit” their organization, and,
- 2) To allow **you to determine** if the position is right for you.

Preparing for the Interview

Prepare in advance to help you feel more relaxed and confident the day of the actual interview:

- ✓ Review your **resume**. Ensure you are familiar with its contents.
- ✓ Anticipate and prepare for **commonly asked interview questions**.
- ✓ **Research** the company and look over the job description. Think of your skills, knowledge and experience, and make a list of your qualifications that best match what the employer is looking for. Prepare some questions you would like to ask.
- ✓ **Organize yourself** the night before the interview, so you are not rushed the day of the interview. Organize your clothes, shoes, items to bring (see list below). As a general rule, dress business-casual and as best as you can. Make sure your clothes are neat and that you are well-groomed.
- ✓ Plan your route so you can arrive at the interview location ahead of time. Download **directions or a map** to where you are going. Check the public transit guides.

What to Bring to a Job Interview:

- ✓ A pen and note pad
- ✓ Two copies of your resume
- ✓ A portfolio of your work – a design portfolio, or samples of your technical skills such as a technical project or lab report.
- ✓ List of your references (bring a copy you can leave with the employer)
- ✓ A copy of the job posting or ad
- ✓ A copy of your transcript and curriculum
- ✓ A list of questions that you would like to ask.

Don't be a No-Show!!

If for any reason you cannot attend a scheduled interview, or if you are running late, please contact the employer and/or the Work Placement Services Office, so that we can contact the employer on your behalf. The worse thing you can do is not show up and not tell anyone! Being a no-show makes you appear unprofessional, and may result in loss of access to the Student Job Portal and other work placement services. It is also disrespectful of the employer's time, and may impact the employer's interest in other Humber students. No matter what the situation, make sure you let someone know.

Job Interview Types and Structure

Telephone Interview

Sometimes employers will call you and ask some questions, before arranging an in-person interview. This technique is used by recruiters to check you out, to determine if you meet the basic job requirements.

The better you do in the phone interview, the better your chances of getting to the next step – the in-person interview. Therefore, treat the telephone interview as if it were a face-to-face meeting. Ideally, arrange to speak to the company representative from a quiet place where you can concentrate. It's best to have a copy of the job posting and your resume in front of you, along with a pen/paper for notes.

Sometimes students are in class, in a noisy area, on a bus or driving when an employer calls. Often students feel it will hurt their chances if they do not speak to the employer immediately. It is acceptable to ask the employer to call you back at a later time, or offer to call them back.

When the employer calls you, turn down the tv or radio, or take the phone into another room, so the employer can focus on you, and not the distracting background noise. If you are in class, driving, or in any place where you cannot take notes or speak freely, politely explain this to the employer and arrange to be called back at another time.

In-Person Interview

Most in-person interviews are with 1 or 2 company representatives. Panel interviews, involving typically 5 to 6 individuals from the company are less common. In all scenarios, being prepared ahead of time will help reduce anxiety and help you feel more confident and relaxed.

Maintain eye contact with the person who is asking you a question. When more than one person is present in the interview, look at all participants when responding.

In-person interviews usually follow the following structure:

- 1) Introduction – employer will try to create a comfortable atmosphere
- 2) Your resume – you may be asked to clarify information
- 3) Evaluation of your technical skills and personal suitability
- 4) Your questions
- 5) Follow-up – the next step(s), when a decision will be made.

Common Interview Questions

Many questions that will be asked in an interview can be anticipated. Often recruiters use standard questions or variations of these. You want to be prepared, but you don't want responses to sound "rehearsed" or "memorized". Your goal is to answer the questions in a thoughtful and confident manner.

From the list of commonly asked interview questions on the following page:

- ✓ Review the list and familiarize yourself with questions you could be asked.
- ✓ Think about how you would respond to the questions you can answer relatively easily.
- ✓ Focus on the questions you would have difficulty answering, and prepare a response.
- ✓ Practice your responses out loud, either to yourself or a friend.

Yes or No Answer Questions

Employers may ask questions that illicit a **yes or no response** from you. For example: *"Do you like school?"* When this occurs, don't just answer "yes" or "no", but rather, expand on your answer. Help the employer see something about you that will stand out. For example, a good response would be *"Yes, I really enjoy school because I learn something every day. And I'm really looking forward to applying what I have learned in the real world".*

Behavioural Interview Questions

Behavioural interviewing refers to an interview technique where the employer probes into how you handled a situation in the past, and from your response, makes inferences about how you might behave in their workplace, in a similar situation.

More and more employers are incorporating behavioural questions in their interview guidelines. Its important to recognize this type of questioning, and be prepared to respond.

Problem Solving: Describe a difficult problem you encountered in a previous job or at school. What was the problem? What did you do? What were the results?

Leadership: Describe a time when you had to assume a leadership role. Describe the situation. What did you do? What was the result?

Resolving Conflict: Describe a situation when you had a disagreement with a fellow student or co-worker. Describe the situation. What did you do? What was the result?

Customer Service: Describe a technical or customer service problem you had to deal with. Describe the situation. What did you do? What was the outcome?

Teamwork & Projects: Tell me about a time when you part of a team, and how you were specifically able to contribute to a project's success. What was the project? What was your role? How did you organize your effort on this project? What were the results of the project?

Time Management: Describe a time when you had several things due at the same time. How did you prioritize your time? What did you do? What was the outcome?

Commonly Asked Interview Questions

1. Tell me about yourself. (Be brief).
2. Why did you apply to this position? What do you know about our organization?
3. Why should I hire you? What are your strengths as they relate to this position?
4. Why did you take this program at Humber?
5. What is your favourite/least favourite subject? Why?
6. What skills do you enjoy using the most?
7. Why are you interested in going into this field?
8. How do you feel this position would fit with you career goals?
9. What does success mean to you?
10. Tell me about something you achieved, that you're very proud of.
11. What are the things that motivate you?
12. How do you spend your free time?
13. Rate your skills in <<name a specific computer software>>. Provide an example of what you can use this software to do.
14. What did you like the most/least at your last job?
15. In your last job (or school project), how much of the work did you do on your own, and how much as part of a team? Which do you enjoy more?
16. Did you ever make any suggestions to management? What happened?
17. What do you consider to be your top 3 strengths?
18. What do you consider to be your area of improvement? What are you doing about it?
19. How do you deal with pressure or frustration?
20. Describe your ideal work environment - the kind of environment where you would work best.
21. What was the most difficult work or school related decision you have made recently? What made it difficult?
22. How do you get along with your fellow students/workers?
23. What kind of people do you find most comfortable to work with? Most difficult?
24. Describe your ideal boss.
25. Everybody had pet peeves. What are yours?
26. What do you think people on your reference list would say about you?
27. Are you considering other positions at this time? How does this one compare to them?
28. How would you get to our location every day?
29. What hours are you available? Will you work overtime?
30. What are your salary expectations?

Responses to Common Interview Questions

Use the space below to record ideas from the class discussion, or your own thoughts, on how you might respond to questions:

Tracking Activity, Refining Your Job Search

As you progress in your job search, you will gather information and get new ideas which may impact the direction of your search.

- Continually **refine your materials** (resume, letters, portfolio, LinkedIn profile, etc) to ensure they are meeting the needs of your target market.
- Keep a **file or spreadsheet to track your activities**. Keep track of the contacts and applications you make, referrals, interview dates, etc. Stay on top of deadlines and follow-up dates.
- Plan to **do something every week** to maintain momentum. Weekly and daily goals often seem more achievable than bigger goals.
- **Monitor** the results you are getting in your search. Seek help to determine if you need to revise your search direction, or modify your approach.
- Review your Activity Log and job search results on a regular basis. Take time to congratulate yourself on your accomplishments – the progress you have made, the new people you have met.

A Final Note - Factors for Success in the Workplace

- **Accept responsibility for your choices and your work.**
- **Deal with issues or conflict in a positive and constructive manner.**
- **Be entrepreneurial. Perform as if you were self-employed: Look for problems that need to be solved, or better ways to do things.**
- **Set learning goals for yourself, and try to learn something new every day.**
- **Continually build your skills in the use of technology in the workplace.**
- **Become very good at what you choose to do.**



Appendix A - Self-Assessment Exercises

In the following Self-Assessment exercises, you are encouraged to identify your top skills, qualities, values (or workplace preferences), and brainstorm a list of your accomplishments. Focus on those that will best support your employment objective. Share your findings with people whose opinion you trust, and ask them for feedback. The more you invest in this process, the more you will learn about yourself.

**Your findings will tell YOUR story. What is unique and special about YOU?
Let's find out!**

Skills

A "skill" can be defined as the proven ability to apply knowledge to perform a task. People know you have a skill, when you can perform a task which uses that skill. Most students do not think that they have any skills to offer an employer. While many students/graduates may not have much program-related experience in the actual workplace, all students do have skills to offer a potential employer.

Success in a job search will depend on your ability to show an employer that you have most, if not all, of the skills required to perform a given job.

Technical Skills: These are your specific knowledge or work content skills. They are required for a particular job or to perform a particular function. Technical skills are often learned through formal academic training (eg courses at college or university) or on-the-job training.

Eg. Project management skills, forecasting, PLC programming, component testing, surveying, AutoCAD, drafting, sketching, estimating, blueprint reading, preparing a critical path, etc.

Transferrable or General Employment Skills: These are general skills that you have developed from natural talents or acquired through previous jobs, volunteer work, life experiences, training, etc. Its important to show an employer you have these skills from other situations, especially if you are a student or recent graduate with little or no direct industry experience.

Eg. Analytical skills, organizational skills, problem solving skills, ability to check for accuracy, meeting deadlines, providing customer service, working effectively in a team, being responsible (for money), being punctual, etc.

My Top Skills	Evidence I Have This Skill – Include Experience
Eg. Technical: AutoCAD version xx	- 2 years prior experience generating detailed architectural drawings for commercial buildings (eg. shopping malls)- Architect office - achieved over 80% in Design & Detailing 1, 2 and 3 at Humber
Eg. General: Time management	-must balance priorities and manage my time at school – go to class, do all my homework, study for tests, etc. I must also factor in time for my part-time job and volunteering at the animal shelter once a month (Saturday)

Note: Use the skills prompt to identify 1 or 2 **areas of improvement**. Think about what you are doing about these areas. This is a typical interview question.

Sample General Employment Skills List:

Analyze facts and ideas	Gather information and data	Provide organizational structure
Analyze financial data	Help others	Provide others with information
Analyze needs	Implement / Follow through	Purchase materials
Analyze plans	Improvise	Read technical information
Anticipate problems	Initiate and promote change	Research
Arrange events	Innovate	Relate to a wide variety of people
Attend to details	Interview for information	Sell products or services
Brainstorm	Invent	Serve customers
Calculate risks	Inventory	Settle disputes
Champion a cause	Investigate	Solve math problems
Classify things and ideas	Keep records	Solve problems
Computer skills (specify software)	Maintain schedules	Speak well in public
Conceive, create and develop ideas	Make decisions	Supervise
Conceptualize	Manage budgets	Synthesize facts and ideas
Consult	Manage logistics	Systematize materials and operations
Control inventory	Manage projects	Teach/train others
Coordinate events and operations	Market products and ideas	Think logically
Counsel and advise people	Match people to tasks	Troubleshoot and correct problems
Critique performance	Monitor and regulate work flow	Understand behaviour
Critique writing	Navigate a course	Understand complex materials
Delegate responsibility	Negotiate contracts and agreements	Understand finances
Design layouts	Negotiate prices	Use intuition
Design and develop systems	Observe details	Use mathematics
Determine policy	Operate computer terminal	Use statistics
Develop structure	Operate equipment	Work effectively in a team
Diagnose problems	Operate heavy machinery	Work well independently
Do pricing	Organize projects	Work with concepts
Edit and proofread	Organize information logically	Work with blueprints
Establish procedures	Organize people	Work within structure
Estimate material quantities	Plan projects	Write creatively
Estimate costs	Plan strategically	Write promotional materials
Evaluate data and ideas	Plan work assignments	Write proposals
Expedite	Prepare budgets	Write technical material
Follow instructions	Prepare financial data	Other:
Forecast trends	Present information logically	

Weaknesses or Areas of Improvement

Areas of Weakness or Improvement	What I am Doing to Improve These Areas
1	
2	

Personal Qualities

Personal Qualities are part of your personality. They are generally based on your temperament and are determined early in life, but can be expanded or enhanced through experience and education.

You will tend to be more successful in a job or work environment that requires the use of some of your natural qualities.

My Top Qualities	How These Qualities Contribute to My Success
Eg. Enthusiastic	- <i>very upbeat person, who tackles new projects and work assignments with a high degree of energy; I tend to get things done on time;</i>

Sample Personal Qualities List:

Able to concentrate	Decisive	Logical	Risk-taking
Accurate	Dynamic	Mature	Self-confident
Adaptable	Eager	Methodical	Self-controlled
Adventurous	Easy going	Modest	Self-reliant
Ambitious	Efficient	Open minded	Sense of humour
Analytical	Empathetic	Optimistic	Sensible
Assertive	Energetic	Orderly	Sensitive
Attentive to detail	Enthusiastic	Organized	Serious
Businesslike	Firm	Outgoing	Sincere
Calm	Flexible	Patient	Sociable
Careful	Friendly	Perceptive	Spontaneous
Cautious	Generous	Persevering	Supportive
Cheerful	Good-natured	Persistent	Systematic
Competent	Helpful	Persuasive	Tactful
Concerned for others	Honest	Polite	Thorough
Confident	Independent	Practical	Thoughtful
Conscientious	Initiative	Punctual	Tolerant
Consistent	Intelligent	Quiet	Trusting
Co-operative	Inventive	Realistic	Trustworthy
Competitive	Integrity	Reliable	Understanding
Creative	Intuitive	Resourceful	Versatile
Curious	Kind	Responsible	

Values and Workplace Preferences

Your values are your key motivators. Your values encompass what you believe in, and what is important in your life. You will find work more satisfying if you believe that what you are doing - or the rewards you get from doing it - has value or importance to you.

In the workplace, the more that your work and environment are aligned with your personal values, the more productive and successful you are likely to be.

My Top Values	Implication of this Value or Work Preference
Eg. Contribute to Society	<i>Preserving the planet is really important to me. I would need to work for a company that actively supports the environment through, for example, a focus on green design or sustainable building practices, or even waste recycling measures, use of recycled paper, has installed energy efficient lighting, promotes car pooling, etc.</i>

Sample List of Values (or Workplace Preferences):

	Achievement – emphasis on setting and achieving goals; excelling at my work
	Advancement - opportunity to rise in an organization; to quickly get ahead
	Adventure – work involves frequent risk-taking
	Aesthetics – involved in the study or appreciation of nature or the arts
	Autonomy – freedom to determine own work, without much direction from others
	Balanced Lifestyle – work/life in balance; short commute from home to work; time for family
	Calm and Orderly Workplace – operates at steady, smooth, logical pace; systems in place; workplace runs smoothly
	Challenging Work – work that challenges skills and abilities on a regular basis; complex questions, troubleshooting or problem solving are a big part of the job
	Competitive Workplace – emphasis is on winning
	Considerate Workplace – environment that is tolerant and accepting of people’s differences
	Contribute to Society – work which contributes to making a better society or community
	Creativity – opportunities for innovation; create and develop new ideas
	Entrepreneurship – opportunity to create new companies, processes, products or services
	Friendships – developing personal relationships and social contacts at work
	Helping Others – work that involves helping others
	Honesty, Integrity – workplace where people follow a set of moral/ethical principles
	Independence – freedom from following instructions or conforming to regulations; work according to my own time schedule
	Knowledge-Based Workplace – emphasis on the pursuit of knowledge or understanding
	Learning – opportunity to learn / participate in training events; where an employer values and actively supports continuous learning
	Make Decisions – opportunity to decide on policies, strategic direction, actions to be taken
	Money – high likelihood of receiving large monetary rewards for my work
	Physical Challenge – job duties require physical strength, speed or agility
	Positive Environment – people are friendly, cheerful and polite; people openly share ideas (not competitive or back-stabbing)

Sample List of Values (or Workplace Preferences) continued

	Power – ability to influence/control the work and people around me
	Professionalism – emphasis on businesslike behaviour and dress; business-friendly, cordial atmosphere
	Public Contact – work that involves contact with the general public
	Recognition – to be recognized for my work; to be given feedback in person or in public for a job well done
	Respect – people are treated with respect
	Respectful of Authority – people are expected to follow directions, respect authority
	Security – to feel assured of keeping a job and earning a reasonable wage over a period of time
	Stability – engage in routine work and have fairly predictable job duties; having a good idea of what is required each day
	Status, Wealth – position is recognized with privileges; wealth is a visible sign of success
	Supervision – to be responsible for, or influence, the work of others
	Team Environment – work as a member of a team towards a common goal
	Technical Competence – demonstrate a high degree of proficiency in job skills and knowledge; to be regarded as an expert in a field
	Travel – ability to travel
	Variety – frequent changes in job duties or activities
	Work Alone – limited contact with others
	Work Under Pressure – stimulating work; working in a fast-paced environment and/or where work is done rapidly
	Work With Others – high degree of regular contact with others
	Other:

Accomplishments (WOW Statements!)

WOW Statement = When you describe a personal or professional accomplishment that would make someone else say “WOW”!!

Accomplishments show you have the ability to get results and achieve something significant. Employers look at your accomplishments to determine if you have initiative, and how you might add value in their organization. Your accomplishments are part of what is unique about you.

In a job search, your accomplishments are an effective way to set yourself apart from other candidates.

Students with little or no professional work experience should consider their accomplishments from:

- Summer, on-campus, temporary, part-time jobs, Internships or Work Placement positions
- Volunteer work (non-profit organizations, community leadership, campus activity groups)
- Classroom/lab experiences, assignments, research projects, presentations
- Competitions, group projects
- Achievements in sports or hobbies

Accomplishments (WOW Statements!)

Everyone has accomplished something! Achieving something significant or special does not necessarily mean winning an award or prize. Do some brainstorming and talk to people who know you.

When you have identified your list, **consider the strengths and abilities you have, that enabled you to accomplish what you did. Keep these in mind when identifying your top skills and qualities.** Also keep track of your accomplishments, and make sure relevant ones are included in your resume.

Use the following to get you thinking:	Brainstorm:
<ul style="list-style-type: none">▪ Describe when you accomplished a difficult personal goal, or did something you never thought you could.▪ Have you ever helped someone through a difficult time?▪ What special things have you done that set you apart from others. At work? At school? Other?▪ Have you made a suggestion at a job that was subsequently implemented?▪ How did you show initiative, or go above-and-beyond. To meet a deadline? To solve a problem? To help a customer? To help a classmate?▪ Did you receive a promotion in a short period of time?▪ Did your boss (or a customer, co-worker, professor) ever commend you for something you did?▪ Have you won any honourable mentions, awards or competitions (eg highest mark in a course, best test score, best design, employee of the month, sport award, etc)?	