

The image features two goldfish bowls. The bowl on the left contains several orange and white goldfish. A splash of water is captured mid-air above this bowl, with a single orange goldfish leaping out of the water. The bowl on the right is empty. The background is plain white.

JOB SEARCH STRATEGIES FOR TODAY'S JOB MARKET

MORE THAN A RESUME'

The hiring of recent grads is up.

For the first time since the recession, employers are reporting that they expect to hire 19.3% more grads from the 2011-2012 graduating class than in the two previous years.

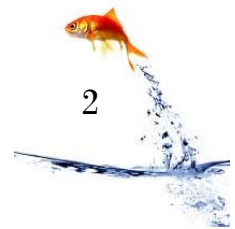
However, the same group of Human Resource executives say that 85% of you are poorly prepared for the job search.



The rules and norms of job searching have changed.

Gone are the days of creating a compelling resumé, posting it on job sites like monster.com or careerbuilders.com, and actively following job boards as a way to be sure you'll find - and ultimately land - a job that meets your needs.

Today's strategies are more deliberate, more targeted and more effective.



START

An effective job search plan includes:

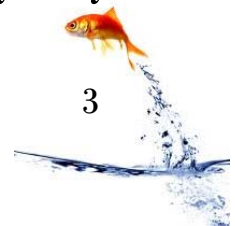
Specific - goals and action steps.

Targeted – to those organizations where you potentially are a good fit.

Achievable - apply only for the position you are qualified for.

Risky - you have to put yourself out there.

Time sensitive - do something related to your job search every day.



Top Job Search Strategies

- Know your brand.
- Know your short - and long -term goals.
- Know what you want.
- Thoroughly research the field and companies that interest you.
- Know the keywords and phrases.
- Be prepared to sell yourself.
- Build your network.
- Listen and engage.
- Have solid references.
- Display good interview manners.



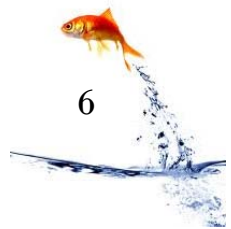
Job Search Tactics

- **Customize your resumé.**
- **Develop evaluation criteria.**
- **Target, target, target.**
- **Network.**



Common Mistakes

1. **Being unprepared for the interview: lack of research and inability to answer the most common interview questions, particularly during a behavioral interview.**
2. **Misrepresentation on the resumé and/or in the interview.**
3. **Can't link previous experience to the job being applied for.**
4. **Unable to provide specific examples to prove behaviors.**
5. **Sharing too much information or getting too comfortable in an interview.**
6. **Not asking the right questions and not asking enough questions.**



Common Mistakes

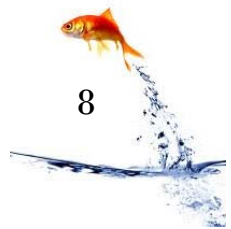
7. **Lack of passion and enthusiasm:** not showing genuine desire for the job.
8. **Applying for jobs without the qualifications necessary for the job.**
9. **Not having specific career goals,** so try to be everything to all companies.
10. **Poor presentation:** don't look or act the part of a successful employee.
11. **Poor body language:** sloppy posture, lack of eye contact and a limp handshake undermine what is verbally said.
12. **Not answering questions directly:** evading questions does not leave a positive impression.
13. **Poor resumé content:** grammar and spelling mistakes are unacceptable.



About MORE THAN A RESUMÉ

MORE THAN A RESUMÉ provides soon-to-be-college grads and recent graduates with the coaching and mentoring needed to plan their career and land their first professional job after college.

From initial contact to final interview, career-launch coach Jane Horowitz guides new professionals to create their own personalized career plan and then present themselves to connect their unique strengths, qualities and past experiences with the expectations of today's professional world.



Contact MORE THAN A RESUMÉ

Being that prepared, poised and confident during the job search is possible.

See the website www.morethanaresume.com for a full description of services and program packages.

