



## WHITE PAPER SERIES

All in a Day's Work: Job-Seeker Tools.

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**T**he worst aspect of being a job seeker is that you're actually working – you're just not getting paid. The tasks associated with an aggressive job search are no less rigorous than the tasks associated with a full time job. Many job seekers feel that applying to some online job boards and sending out a few resumes is all the effort that is required of a responsible employment candidate. And if they don't get the job they were looking for, 'well then, Capitalism stinks' and they've been cheated. A job search is just like anything else that we do in life: the more we put in to it, the more we will get out of it.

The responsibilities of a dedicated job seeker include all of the standard steps that we think of when looking for work (e.g. resume, application, interview, etc.). However, there is much more involved when a truly determined individual decides to track down and acquire the job for which they were made.

Two of the central components to a successful job search, too often overlooked by employment candidates, are *research* and *networking*.

### Research allows for the following:

An analysis of what the overall job market is offering at any one time

A breakdown of what jobs offer in relation to what is being sought after

An enhanced idea of tasks and responsibilities associated with a particular job

An understanding of where you (the job seeker) stand in terms of qualifications and competition for a particular position

### **Ways to Research:**

#### 1. Internet

Since the creation of Google, an individual can find out almost anything just by typing words into a search bar. By googling the right combination of words, a job seeker can locate market comparisons, leading companies, and future economic predictions.

One of the best online sites for employment information is <http://online.onetcenter.org/>. This site serves as a great source of information for any job seeker - providing statistics, predictions, job tasks, education levels, etc.

#### 2. Books/Journals/Employment Reviews

There are literally tens of thousands of literary devices designed to help serious job seekers achieve their goals. Some of these publications offer advice about how to approach the situation (e.g. *Job Hunting for Dummies*). Others provide overviews, facts, and otherwise concrete assessments regarding particular organizations, organizational fields, or jobs in particular (e.g. *The Princeton Review*).

Once an individual has completed a thorough assessment of where their passions lie, what skills they have to offer, and what job it is they want, they can then move to the networking phase.

### **Networking allows for the following:**

An opportunity to demonstrate personality and capability in a setting less formal than an actual interview

A chance to gain varying perspectives on a particular job or organization

A line of communication from which a job seeker can gather 'inside information'

An opportunity for more potential employers to hear your name than is otherwise possible

## Ways to Network

### 1. Attend Job Fairs

A job seeker must be willing to get out into the mix and create relationships. There is nothing more important in creating relationships than having face-to-face conversations. If you are running short of personal networks, attending job fairs is an imperative to 'getting seen'.

### 2. Look to People You Already Know

Too often we see our friends as just that – friends. In reality, our friends may be in a position to provide us with information, contact names, or job opportunities. Sometimes it is necessary to think 'outside of the box' in order to achieve the desired results of a successful job search.

### 3. Contact employment agencies

While a headhunter may or may not lead you to the job of your dream, it will certainly give you the opportunity to move around business circles and gather information. Headhunters provide an individual with opportunities to interview with business leaders, and this exposure can trigger relationships, reveal information, or lead to employment.

## Follow-Up

*The last and most critical task that a jobseeker has is to follow up and stay on top of both research and networking opportunities.*

A job can change in a matter of months - so what might have been a great opportunity six weeks ago, can sometimes close out or evolve into something entirely different. Stay on top of the market and keep your research fresh.

A valuable contact is only as good as the last conversation you shared. It is critical to keep networking opportunities open. This can occur through follow up phone calls, e-mails, or invites to a quick lunch. The more 'face time' you have with someone, the tighter the relationship will become.

It is the decision and the responsibility of each job seeker to commit their time to the task(s) of an effective job search. If an individual puts forth the time and energy needed to complete the, sometimes cumbersome, steps needed for success, they will succeed. If not, they will fail. Job searches are work, and work requires effort. It's up to you how much longer you'd like to continue working for free.

For more information on becoming an effective job-seeker,  
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