Staying Motivated in the Job Search

A presentation from the
Bill and Susan Lhota Office of Alumni Career Management
The Ohio State University Alumni Association

go.osu.edu/alumnicareermanagement
Your Career Management Team

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Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Today’s Agenda

• Identifying signs of burnout
• Developing strategies for coping at each stage of the job search:
  - Discovery
  - Strategy
  - Interviewing
• Managing your expectations
• Tools to help you along the way
Quick Facts:

• 53% of people report being overtired/overwhelmed after work

• 61% of people state that work (or job seeking) is their primary stress factor

• 33% of college graduates are underemployed

Source: Forbes
What are the signs of burnout?

Burnout is a special kind of work-related stress – it is physical and/or emotional exhaustion that also involves a sense of reduced accomplishment or loss of personal identity.

Ask yourself these questions:

• Have you become cynical or critical about your search?
• Do you lack the energy to be consistently productive?
• Are you feeling disillusioned about your prospects for landing?
• Have your sleep habits changed?
• Do you have unexplained physical ailments, such as headaches or stomach aches?

Note: If you believe that you may be experiencing depression, consider talking with a doctor or mental health professional.

Source: Mayo Clinic
What causes burnout?

- Lack of control
- Lack of clarity about what you’re goals are
- Lack of social support
- Extreme (and seemingly unproductive) flurries of activity
- Work-Life imbalance

So, how do we avoid burnout and remain motivated and productive?
Phases of the Job Search Process

**Discovery** - involves doing research on yourself, as well as the field(s) you intend to seek employment in

**Strategy** – requires you to “dig deeper”, applying your research to your search by identifying available positions, networking, and more

**Interviewing** – combines skills and information acquired during the previous two phases to demonstrate your value to potential employers and secure your next position
Effectively navigating the Discovery phase

• Do a self-assessment (MBTI, StrengthsFinder, Strong Interest Inventory, etc.)

• Investigate possible careers and industries that you are attracted to

• Choose (and reach out to) working professionals for informational interviews

• Ask yourself, “Does this fit what I do best?” rather than, “Are there any openings for this?”

• Prepare to NETWORK daily in person and virtually
Networking for Career Exploration

• Spend 15-20 minutes per day interacting with connections online (LinkedIn and AlumniFire are especially useful!)

• Ask friends and family members for referrals and introductions – who do they recommend that you talk to?

• Invite potential allies to coffee chats where possible to conduct informational interviews

• Be transparent about what you would like to cover during your meeting – instead of asking for a job, get information on the industry/target before committing to it
Effectively navigating the Strategy phase

- Time management is key – create a daily/weekly schedule and stick to it
- Search (and apply) for the “right” jobs
- Update and customize your resume and cover letters
- Understand the role technology plays in your job search (including applicant tracking systems, search engine results, and more)
Time Management in Your Job Search

Monitoring and limiting the amount of time you spend in the job search will greatly reduce your chances of burning out.

- Limit yourself to no more than 2-3 hours per day doing job search activities (including networking, applying, etc.)
- Apply to no more than 5-10 jobs per week
- Make sure to balance your job seeking activities with other areas of your life (including family, friends, relaxation, etc.)
- Practice self-care and be sure to address your personal needs as well
Identifying the “Right” Jobs

• Look for positions that **match your skill set and areas of interest**. Refer to your self-assessments for guidance where needed.

• Apply for jobs quickly once they are posted – **avoid applying for positions that have been listed for more than 30 days**.

• **Always include a cover letter with your resume**, unless specifically directed not to in the application instructions.

• **Use a job search engine** (example: Indeed) rather than a job board to get more results.

• Create an account and **upload your general resume** so that recruiters and managers may search for you.

• Use the **“advanced search”** option to further narrow results by company, industry, salary, and job type.
Updating Your Resume and Cover Letter

- Remove objective statements in favor of the more modern and useful “Professional Summary”
- Be sure to highlight your best skills or accomplishments at the beginning of your document
- Include at least five measureable/quantifiable data points that reference your work
- Limit it to 2 pages or 1,000 words

Remember that all alumni can make a free initial appointment with the Office of Alumni Career Management to assist with resume and job search.
JEANNE BUCKEYE

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(LinkedIn URL)

(614) 222-2222  bbjeannie@jinnymail.com

MARKETING/COMMUNICATIONS

High energy, versatile marketing and communications professional with a creative talent for planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in assisting with the creation of marketing and communications tools and steering the execution of such programs to a diverse audience of customers, prospects, business partners and employees. Recognized for being results driven and an effective team player.

SPECIALTIES

• Technical/Employee Communications
• Marketing Program Implementation
• Newsletter Creation & Production
• Event Coordination & Facilitation
• Content Management
• Marketing Program Management
• Substantive Editing
• Customer Service
• Prospecting/Client Cultivation
• Program Analytics & Reporting
• Advertising & Promotions

HIGHLIGHTED CAREER ACHIEVEMENTS

• Revenue Generation - Consistently exceeded baseline requirements for providing customer references to sales force by using Microsoft Access database and sales intranet tracking system, which contributed to revenue generation of $650K per month for Pride Industries.
• Customer Service - Assisted with directing 45,000 members in applying for benefits.
• Awards & Recognition - Recipient of the Pride Industries’ “Employee of the Quarter” award and the Pride Industries “Cut Above” award.
• Presentations – Facilitate communications workshops, seminars and presentations at local, state, international conferences.

PROFESSIONAL EXPERIENCE

BENEFITS WORLDWIDE  Columbus, Ohio  2012 – Present
Dear Hiring Manager:

I am writing to express interest in the position of Recruitment Specialist with the Year Up Program. I have included a copy of my resume for your review. You will find that I have extensive experience in recruiting and engaging young people, building relationships with community partners, and making presentations to groups both large and small.

Below is a comparison of your job requirements and my qualifications:

<table>
<thead>
<tr>
<th>Your Job Requirements</th>
<th>My Qualifications</th>
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<tbody>
<tr>
<td>Develop and implement a recruitment plan to build a strong pipeline of prospects for each recruitment class</td>
<td>Developed recruitment plan for assigned area, implementing it weekly for successful identification of 50+ potential candidates monthly</td>
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<tr>
<td>Recognized for follow up with prospects, parents, and case workers to ensure that interest translates to enrollment (91% success rate)</td>
<td></td>
</tr>
<tr>
<td>Build and maintain relationships with local high schools and community-based organizations that work with young adults</td>
<td>Connects with local high schools and other youth organizations on a weekly basis, meeting with principals, counselors, and case workers</td>
</tr>
<tr>
<td>Enter data and manage reports to ensure data integrity along your company's standards, and track weekly progress toward recruitment goals</td>
<td>Volunteers with partner organizations to strengthen relationships and create buy-in with decision-making parties</td>
</tr>
<tr>
<td>Host information sessions for interested candidates and present a compelling message to inspire them to apply for program admission</td>
<td>Enters case notes into online database for caseload of more than 150 candidates monthly</td>
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</tbody>
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I would welcome the opportunity to discuss further ways that I could benefit your team. I am passionate about investing into the lives of young people, and feel that your organization would be a great place to utilize my talents and skills. Please feel free to contact me should you have any additional questions. I look forward to hearing from you soon.

Sincerely,
Effectively navigating the Interviewing phase

- Be prepared! Research the industry and company, and practice common interview questions
- Clarify your best “selling points” and be able to articulate why you want to work there
- Anticipate interviewers’ concerns and be ready to address them head on
- Score a success within the first five minutes and close on a positive note
- Be assertive, but not adversarial
- Bring a copy of your resume and any other handouts you’d like to leave behind for the interviewer
Managing Your Job Search Expectations

Remember that it doesn’t happen overnight.
21.4 days is the average number of time it takes for an employer to select and vet a candidate AFTER the interview process is complete – the journey from applicant to employee can be long sometimes.

Recognize that silence is expected.
Technology often inhibits the “personal” side of job searching and it is completely normal to hear nothing back when you apply for positions online.

Don’t fall in love with a position you haven’t been offered.
You may be perfect for that job, but there are other factors at play that often have little to do with you. Try to remain open minded and unattached until you have an offer in hand.
What to Do if You Feel Yourself Burning Out

• Wrap up your search efforts for the day

• Try a relaxing activity

• Get some sleep or exercise

• Seek support from friends or loved ones

• Practice mindfulness

Note: If you believe that you may be experiencing depression, consider talking with a doctor or mental health professional.
Tools for Streamlining Your Search

- **JibberJobber** – organizes your applications and networking activities
- **JobScan** – simulates an applicant tracking system to assist with overcoming automatic rejections
- **Hunter** – helps to locate email addresses to send your resume and cover letter directly to company representatives
Questions?

To access our online resources, visit: u.osu.edu/alumnicareermanagement (Coach’s Corner blog & podcast)
go.osu.edu/alumnicareermanagement (office website)