

Job Search Strategies for Tough Economic Times



Learning Objectives

- Understand why a multi-faceted job search strategy is so important.
- Identify several different strategies useful in a comprehensive search.
- Explore primary strategies through exercises and practice.
- Develop a plan to put strategies into action.



2

Before You Start: Identifying Your Skills

- What are your career-specific skills?
- What are your transferable skills?



3

Before You Start: Your One-Minute Commercial

- How do you describe who you are/what you do?
- How do you serve your customers?
- How are you helping customers solve problems?
- One recent success story?



Job Search Strategies

- Use every strategy at your disposal
- Get outside your comfort zone!
- Don't rely just on the Internet
- What strategies that you can think of?

Building Your Network

- How do you start building your network?
- Who should be in your network?
- How do you keep track of your network?



Possible Network Contacts

- Family
- Friends
- Colleagues
- Neighbors
- Community Contacts
- Faith Contacts
- Other?



Good Networking Questions

- How did you get into this type of work?
- What changes are happening in your career field?
- What do you like best/least about your field of work/current position?
- What types of skills (technical/transferable) are important to success in your field of work?
- What advice would you give to someone interested in your organization/career field?
- What are your biggest professional challenges?

Deciding Where to Focus Your Job Search

- Target Industries
- Target Companies
- Target Geographic Areas



Pulling It All Together

Use the worksheet provided to develop goals for your first three action steps in your search.



Resources

- Internal
 - Human Resources
 - Direct Supervisor/Manager
 - *Who Else?*

- External
 - MHN Online www.members.MHN.com
 - company code: cityoflosangeles
 - MHN EAP Clinical Services
 - *Who Else?*


