Unit Three: Implementing a Strategic Career Plan

Chapter 11
Launching an Employment Campaign
Presentation Overview

• Nature of job campaigns
• History of job hunting methods
• Employment for college graduates
• Employers’ view of job campaigns
• Job hunting myths
• CIP perspective on job hunting
What is a Job Campaign?

- Doing a personal assessment
- Identifying goals & objectives
- Targeting potential employers
- Considering alternative work settings/ways of working
- Preparing letters and resumes

- Contacting employers
- Interviewing with employers
- Making onsite visits
- Maintaining a record keeping systems
- Evaluating offers and choosing the best offer
Job Campaigns

Importance of an *active approach*—what does this mean?

What are some life events that can lead to persons starting a job campaign?
History of Job Hunting

- Frank Parsons
- The Great Depression
- Job clubs
- Hidden job market
- Networking
- *What Color is Your Parachute?*
- Internet
- Research on job hunting
Employment for College Graduates

- Jobs and well-being
- Where jobs are found—visibility of small vs. large employers
- Job creation process
- Staffing services industry
  - Deciding about working in this industry—see Table 11.1
Employment for College Graduates

- Factors in college job search success
- Majors and jobs—what does the research say?
- Employer hiring strategies
- Social and emotional competence (SEC) in hiring—how might this relate to your transferable skills?
Employers View of Your Job Campaign

- Gain Experience
- Create Connections
- First Impressions
- Be a Professional
- Be Prepared
- Be Persistent
- Be Realistic, Open-Minded, & Flexible

How many of these can you check off?
4 Job Hunting Myths

- “Wallflower Syndrome”
- “Lone Range Syndrome”
- “Looking Under the Light”
- “I’ll Do Anything”

Avoid these by using a more proactive approach to job hunting.
CIP Perspective on Job Hunting

Self-Knowledge

- values
- interests
- skills

How does your self-knowledge relate to the types of jobs you will seek?

What other aspects of self-knowledge might be important to your job search?

Share examples of these
Options Knowledge

• Knowledge of specific employers:
  • job titles
  • employment classifications
CIP Perspective on Job Hunting

Options Knowledge

• How do geographic preferences impact your options?

• How do potential employment options affect future education? leisure? family?
CASVE Cycle in the Job Campaign

Communication

- Awareness of a “gap”
- Internal and external cues—what are some of these?
CASVE Cycle in the Job Campaign

Analysis

• Reflecting on self-knowledge and option knowledge
• Understanding how you make important decisions related to employment
• Impact of self-talk on the job search
CASVE Cycle in the Job Campaign

Synthesis

• Expanding and narrowing employment options

• What resources can help you **expand** your list of possible employers?

• What factors will you use to **narrow** that list?
CASVE Cycle in the Job Campaign

Valuing

• Prioritizing employment options
• Consider self-knowledge and other employment preferences
• Weigh costs and benefits to self, significant others, cultural group, community, society at large
• Ranking options—may be job targets or job offers
CASVE Cycle in the Job Campaign

**Execution**

- Actions taken to pursue employment
- Developing job search tools
- Develop record-keeping system
Thoughts in the Job Campaign

Self-Talk

• How might negative self-talk impact your job campaign?

Self-Awareness

• Awareness of how well you are executing job hunting tasks, your feelings, thoughts, behaviors
• Reactions from friends and significant others

Control and Monitoring

• Knowing next steps in the job campaign
• When to move on and when to ask for help
Final Thoughts

• Best jobs don’t always go to the best qualified but to the *best job hunters*---what does this mean?

• Importance of understanding what employers want

• Consider how CIP Pyramid and CASVE cycle can be used in your job search