

How to Job Search

Career Development

WHAT IS IT

This Guide is designed to help “Experienced Managers” such as Directors, Managers, or Specialists in any function and located in any country find a new job.

WHY USE IT

This Guide has been created to provide you with very concise and focused information that in the opinion of the author represents best practice guidelines. As such the Guide will help you:-

- Make good use of your time
- Recognise the typical pressures on you whether you are working or not
- Help you take a focused approach to your job search
- Help you look in the right places

BEST PRACTICE GUIDELINES

Ideally you should progress your job search through two key phases:-

1. **Create your Plan & Implement**
2. **Manage your Plan towards Success**

PHASE 1 – CREATE YOUR PLAN & IMPLEMENT

Key steps in your plan should include the following:-

STEP 1: Focus on Your Preferred Career / Job Search Target (s)

Research: Take time to carefully research the job market into which you want to move:- i.e.

- List the key employers
- Quantify the actual opportunities available now
- Ask about the likely future trends for opportunities

Consider: Take time to consider your key requirements such as:-

- Key skills
- Level of experience
- Specific qualifications
- Need to acquire any additional qualifications or training, if applicable
- Geographical location requirements
- Family / schooling needs
- Salary and benefit requirements
- Career progression needs

Discuss: Take time to discuss the results of your research with a Professional Career Coach.

Decide: Make a decision on what your job target will be, with the option of having more than one option.

STEP 2: Check the Quality of your CV

Your CV should more be a ‘Marketing Tool’ rather than just a ‘Historical Record’: The prime purpose of your CV is to market you to a prospective employer by focusing on your qualifications, achievements and suitability for the job you are targeting. Your CV should not be a summary of everything you have accomplished to date therefore only include information relevant to your targeted career path, job or actual application.

Consider the benefits of help from Professionals: A new CV can be produced using a ‘DIY’ approach or you can increase your chances of being invited for interview by having it produced by a Professional.

STEP 3: Decide the most effective route(s) to your Job Target

Evaluate the most suitable and effective route or combination of routes for your specific job search by considering the following options:-

Option 1: - Network with Your Business & Social Contacts

Best Practice: See the link below to View the Success Guide “*How to Network*” from the ILYC. It is full of very useful information and focuses on this important process.

Success rating – Very High
Recent Research shows - 80% of individuals obtain their new job through networking through friends, relations, social and business contacts.

Option 2: - LinkedIn

Best Practice: *LinkedIn* is possibly the most powerful networking tool in the world for business people. It is therefore wise to ensure that your LinkedIn Profile is working for you in the most productive manner.

Success rating – Very High
Research the <i>LinkedIn</i> web site and develop a profile that will aid your job search. <i>For some, LinkedIn</i> has shown to be the most effective method of marketing themselves and identifying suitable job and career opportunities...

Option 3: - Direct Approach to Organisations

Best Practice: Large organisations normally have a career web site where you can register your interest in a certain type of job. This facility enables you to automatically be contacted when a suitable vacancy arises so register your contact details on the Organisation web-sites of your choice early in your job search campaign.

Success rating – Very high
If you want to work for Organisation ‘X’ then contact them directly as this is normally their preferred method of recruitment.

Option 4: - Web Search Engines

Best Practice: Using specific web search engines to identify opportunities that meet your requirements can be extremely beneficial. They can automatically send you details of actual jobs that meet the requirements you set within their web site on a daily or weekly basis i.e.

- Type of job
- Rate of pay
- Location
- Full details of each opportunity plus application process and timing.

Remember the complete job application and selection process for many jobs can often take up to three or four months so take account of this in your job search planning.

Recommended Job search engines for your country can be obtained from IYIC Ltd or enquiries@iyc.biz

Success rating – High to Medium

This is a highly targeted approach and the results will help you understand and where appropriate re-focus your target for the job you are seeking.

Option 5: - Reply to Job Advertisements

Best Practice: Research where the type of job you are seeking are normally advertised. Sometimes this is obvious but if in doubt then ask a few HR departments where they normally advertise.

- When submitting a job application remember your Cover Letter is More Important than your CV as it what the employer reads first. They will only look at your CV if they are engaged by the content of your Cover Letter.
- Obtaining professional help with your Cover Letter will give you a significant advantage over other applicants.

Success rating – Medium

Highly targeted approach. The disadvantage is the competition you will encounter compared to networking where you may be the only applicant.

Option 6: - Employment Agencies

Best Practice: Use of employment agencies is normally an expensive option for many employers, though a necessity for others.

- Employment agencies can be a useful route to the job of your choice, but it can be risky to make them your only route. Through careful research identify those agencies that specialise in the type of job you are targeting.

Success rating – Medium to Low

The quality of employment agencies varies enormously. Select ones that specialise in the type of carer / job you are seeking.

PHASE 2 – MANAGE YOUR PLAN TOWARDS SUCCESS

STEP 4: Take Full Personal Accountability

Best Practice: You must take full personal accountability for your job search campaign right up to achieving the new job of your choice. Others can provide you with information, assistance, advice and guidance but you must be the individual driving everything forwards.

Be prepared to devote as much time as possible to your campaign and expect your timescales to range from several hours per day to several hours a week.

Success Tip – Choice your Buddy

Ask your partner or friend to act as your “Job Search Buddy”. Their role is to ask you 3 questions once a week:-

1. How is your plan progressing?
2. Are there any issues that concern you?
3. What are you doing to address these?

STEP 5: Maintain Comprehensive Records

Best Practice: Your job search campaign must be supported throughout with comprehensive records and attention to detail. Anything less will significantly reduce your chances of obtaining the job of your choice.

Success Tips – Accurate Records

- Set up a spread-sheet of your contact details
- Set up a file for each organisation you approach
- In each file keep a copy of the CV and Covering Letter, plus relevant notes
- Maintain a log of all the applications you made with dates, names, and results.

STEP 6: Interview Preparation

Best Practice:

Skilled interview preparation is exhibited by:

- Understanding that the best predictor an employer has for your future performance is your past performance, so the Interviewer will ask for examples of your past performance, so ensure you provide your best examples

Unskilled interview preparation is exhibited by:

- Failing to select what information is relevant to the job you are actually being interviewed for and therefore what must be included in your answers

How do you rate your interview skills or when were you last interviewed for a job?

- You may not have been interviewed for several years so having the benefit of receiving coaching from a Professional Job Coach from ILYC for an actual job opportunity is quite different to attending 'interview training', which may be helpful but is always very general.
- Interview coaching is a very valuable investment you should consider making as it could make all the difference to your success.

Success Tips – Interview Preparation

- Effective interview preparation is about being selective in what you research and not being overwhelmed with unnecessary information.

STEP 7: The Job Interview

Going for an interview?

What if you:-

- Knew the most likely interview questions in advance - including competency questions!
- Do you think you would be successful?
- This can be reality if you seek help from the right career professionals.

Success Tips – The Job Interview

- Feel positive - and you'll deliver an excellent performance
- Listen and respond
- Keep everything Positive

STEP 8: Perseverance will bring Success

Unless you get an early break then assume your job search campaign could take anything up to six months and sometimes possibly more.

NEXT STEPS

We trust that this Success Guide will assist your Career development and future success.

You may find some of our other Success Guides of value for your Personal or Career Development. For your convenience we list these below and you can access the index for these via the link below:-

Related Success Guides

[CLICK HERE](#) to return to the Index for our Success Guides series and to access those of your choice.

Career Development

Undergraduates & Graduates

- Assessment Centre Preparation
- Assessment Centres

- Find Your First Job –Graduates
- Find your First Job – Undergraduates
- Graduate CV
- Undergraduate CV
- Summer Internships

Experienced Managers

- How to Job Search
- How to Network

Personal Development

- Benchmarking
- Coaching
- Job Assignment
- Job Shadowing
- Learning Buddy
- Mentoring
- Off the Job Development
- Personal Development
- Personal Development Plan
- Secondment
- Team Development
- Training Programme
- Visit Another Department

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