



# What does the average job seeker know about conducting an effective job search?

Percent correct on assessments that measure someone's knowledge and awareness of 250+ current and emerging career search best practices.

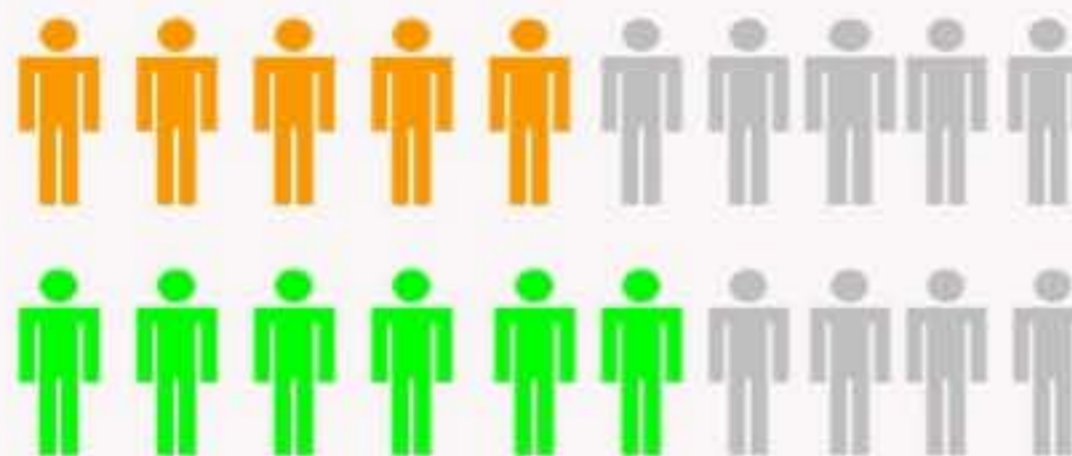
= College Students & Recent Grads **36.6% correct**

= Experienced Professionals & Skilled Workers **44.5% correct**

1

## Career Research

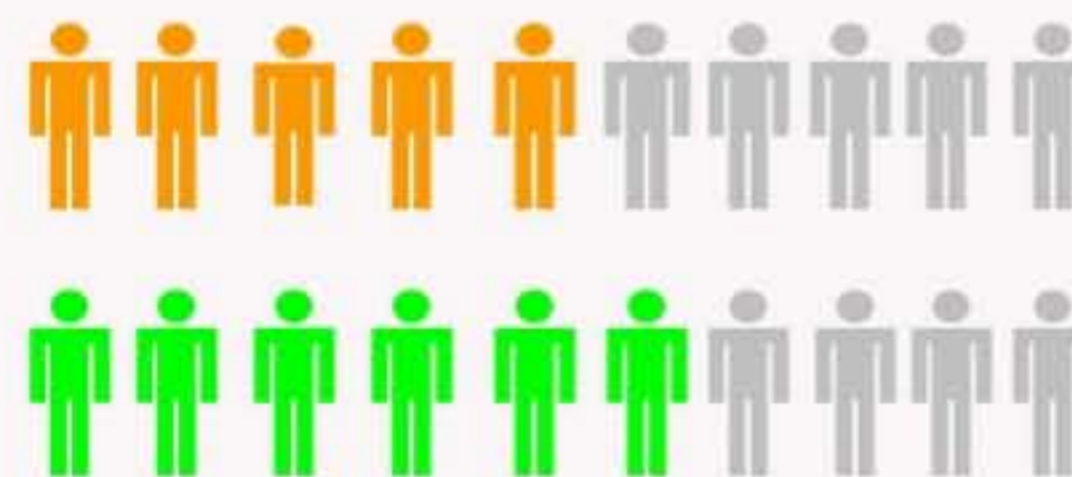
Researches employment fields, employers, jobs; internships; job fairs; builds experience matrix; uses professional coaches; online branding; stays current on technology; and prepares for the unexpected.



2

## Career Search Prep

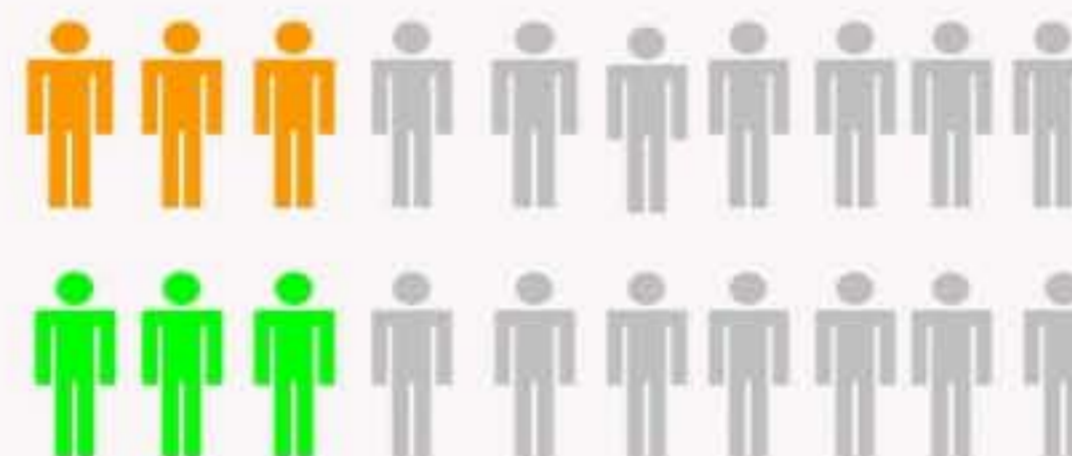
Resumes, social resumes, and cover letters; applications; references; search management; handling gatekeepers; portfolios & padfolios; social media (LinkedIn, Twitter, Facebook, etc); recruiters; career impact matrix; contact info.



3

## Interview Preparation

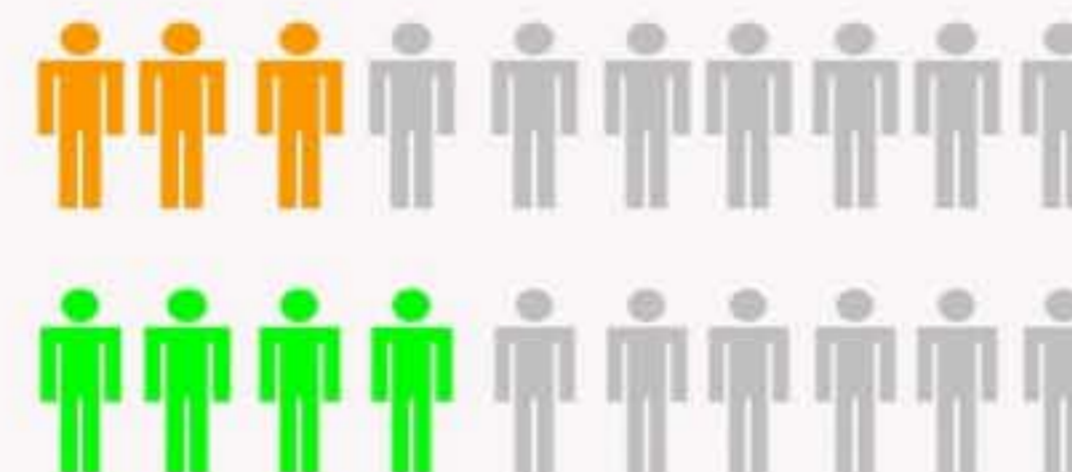
Interview attire & professional image; research; soft skills (body language, communications,+); materials to bring; cellphone etiquette; 1 minute introduction; lawful & unlawful questions; mock interview practice; informational interviews.



4

## Effective Interviewing

Arrival; opening interview; build rapport; listening; body language, answering and asking questions; demonstrating skills; documentation; closing the interview; special settings (via telephone & video, panel, mealtime);post-interview self-assessment.



5

## Interview Follow-Up

Thank you; effective follow-up communication; interested employers; keeps building network; responds to letters of decline; effectively negotiates job offer(s); responds to offer letters; job search tax implications; onboards new job.

