

## Job Search Roadmap in Reverse Order

In the design of any project or activity, starting with the end in mind will help guide the outcome to the desired goal. Often in job search we start with the résumé and hope that our trajectory will hit the target. In this case, let's start with the end – passing probation into full employment as our end point and let's break down the steps that got you there. When working with an Employment Services agency, the Employment Advisor may “work backwards” from the goal to assess your job search readiness, employment readiness, gaps and solutions. The four stages of job search are also identified in the table as Prepare, Plan, *Prove It!*, and Perform.

Stage	Action Items	<i>Prove It!</i>	Resources
<p><b>Hired permanently after a successful probation period of 3 to 6 months</b> <b><i>(Perform)</i></b></p>	<ul style="list-style-type: none"> <li>⤴ Fulfilled the requirements of the job.</li> <li>⤴ Able to execute all the hard skills required by the job.</li> <li>⤴ Excellent customer service</li> <li>⤴ Excellent team skills</li> <li>⤴ Excellent organization of work tasks</li> <li>⤴ Able to follow through on assignments.</li> <li>⤴ Making contributions to work flow and outcomes.</li> <li>⤴ Supports good working relationship in community.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Completed tasks on time, accurately</li> <li>⤴ Good working relationship with supervisor</li> <li>⤴ Good working relationship with fellow staff</li> <li>⤴ Good working relationship with customers</li> <li>⤴ Good working relationship with outside contacts such as suppliers, other business partners.</li> <li>⤴ Building a strong reference for on-the-job performance.</li> <li>⤴ Building a strong network on-the-job.</li> <li>⤴ Maintains a log of job successes to support ongoing performance review and update resume.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Employment Advisor available to assist in job issues and resources to attain goal</li> <li>⤴ Management input</li> <li>⤴ Mentoring on the job or from outside resources</li> <li>⤴ Industry and trade publications</li> <li>⤴ Books and other reference materials</li> <li>⤴ Ongoing education and training</li> </ul>
<p><b>Passed mid-probation review</b> <b><i>(Perform)</i></b></p>	<ul style="list-style-type: none"> <li>⤴ Understands job requirements</li> <li>⤴ Is learning on-the-job</li> <li>⤴ Able to perform work tasks in an acceptable manner.</li> <li>⤴ Understands areas of improvement</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Organized and thorough approach to learning job</li> <li>⤴ Seeks advice from supervisor and fellow staff</li> <li>⤴ Customer focused – attentive to customer needs and seeks ways</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Employment Advisor available to assist in job issues and resources to attain goal</li> <li>⤴ Management input</li> <li>⤴ Mentoring on the job or from outside resources</li> </ul>

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<b>Passed mid-probation review (Perform) continued</b>	<ul style="list-style-type: none"> <li>⤴ Open to feedback and takes input in a positive way.</li> <li>⤴ Punctual, reliable, dependable</li> </ul>	<ul style="list-style-type: none"> <li>to fulfil them efficiently.</li> <li>⤴ Resolves misunderstandings in a timely fashion.</li> <li>⤴ Shows up to work on time.</li> <li>⤴ Performs duties as assigned</li> <li>⤴ Maintains work standards, such as accuracy, confidentiality and format.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Industry and trade publications</li> <li>⤴ Books and other reference materials</li> <li>⤴ Ongoing education and training</li> </ul>
<b>Hired into position (Prove It!)</b>	<ul style="list-style-type: none"> <li>⤴ Understands and signs off on job requirements</li> <li>⤴ Accepts compensation</li> <li>⤴ Understands contract duration and obligations</li> <li>⤴ Understands benefits</li> <li>⤴ Provides accurate and relevant references</li> <li>⤴ Passes criminal records check, medical and financial screening as appropriate to position.</li> <li>⤴ Understands and complies with corporate workplace requirements such as dress code.</li> <li>⤴ Understands work hours, sick days, vacation and training hours and related processes.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Provides Banking Information</li> <li>⤴ Signs Taxation TD1</li> <li>⤴ Signs Company Policies</li> <li>⤴ Signs Job Description</li> <li>⤴ Applies for Police Check (if required)</li> <li>⤴ Provides accurate and relevant references</li> <li>⤴ Work trial – subsidized period to demonstrate work skills – pay covered by Employment Services agency at minimum wage level.</li> <li>⤴ Subsidized training period – training incentive provided by Employment Services agency to employer</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Labour law and legal advice if needed.</li> <li>⤴ HR documents</li> <li>⤴ Job Description</li> <li>⤴ Benefits</li> <li>⤴ Bank account</li> <li>⤴ Identification</li> <li>⤴ Work Permits</li> </ul>

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<b>Identifying hiring managers (<i>Prove It!</i>)</b>	<ul style="list-style-type: none"> <li>⤴ Get referrals from company staff</li> <li>⤴ Get referrals from trusted company contacts</li> <li>⤴ Research on-line – various directories such as Scott's Directory – see Reference Library downtown or on Lawrence Ave East</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Talk to them about the job requirements</li> <li>⤴ What sort of employees are they hiring?</li> <li>⤴ Show portfolio of work</li> <li>⤴ Demonstrate problem solving ability</li> <li>⤴ Share accomplishments and resume</li> <li>⤴ Share industry understanding and bring relevant articles</li> <li>⤴ Preparing for formal interview</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Job Search Club</li> <li>⤴ Employment Centre Resource Area – computers, on-line resources, books.</li> <li>⤴ Directories of company contacts</li> <li>⤴ Contact lists maintained and up-to-date</li> <li>⤴ Company insiders</li> <li>⤴ Industry insiders</li> <li>⤴ Recruiters</li> <li>⤴ Job Developers</li> <li>⤴ Employment Advisers</li> <li>⤴ News media</li> </ul>
<b>Tracking Job search (<i>Plan</i>)</b>	<ul style="list-style-type: none"> <li>⤴ Tracking hours spent searching</li> <li>⤴ Tracking hours spent researching</li> <li>⤴ Keeping a log of contacts</li> <li>⤴ Keeping an active To-Do list for follow-ups and other activities</li> <li>⤴ Keeping a record of all conversations and next steps</li> <li>⤴ Compiling job descriptions</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Maintaining job search log</li> <li>⤴ Keeping contact information and conversation logs</li> <li>⤴ Checking in weekly with the Job Search Club</li> <li>⤴ Identifying gaps in job search and formulating questions to bring to the JSC.</li> <li>⤴ Tuning resume and cover letters to match job descriptions and company requirements and environments</li> <li>⤴ Doing a “Reality Check” to make sure that the job sought is doable and fits a sustainable work day, commute, financial requirements, and career track</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Job Search Log</li> <li>⤴ Contact file</li> <li>⤴ Meeting notes</li> <li>⤴ Calendar with time tracking</li> </ul>

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<b>Developing Initial Project Plan (Plan)</b>	<ul style="list-style-type: none"> <li>⤴ Completing Initial Target list of potential employers (25 to 50)</li> <li>⤴ Generic or specific job descriptions</li> <li>⤴ Relevant resume and generic cover letter</li> <li>⤴ Initial Core Message</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Clear target list</li> <li>⤴ Accurate job descriptions</li> <li>⤴ Initial cover letter and resume to map to the job descriptions (<b>MUST reflect actual attributes – Resume fraud is a serious issue with real and dire consequences</b>)</li> <li>⤴ Initial core message and elevator speech written and practiced.</li> <li>⤴ Relevant answer to “Tell me about yourself”</li> <li>⤴</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Resume and Cover Letter workshops</li> <li>⤴ Job Search Club</li> <li>⤴ Job Search Seminars</li> </ul>
<b>Identifying potential employers (Prepare)</b>	<ul style="list-style-type: none"> <li>⤴ Researching labour market</li> <li>⤴ How many employers exist in the geographic area that is an easy commute?</li> <li>⤴ How many positions open up per year or month?</li> <li>⤴ How long to people stay in the positions and what is the turnover rate?</li> <li>⤴ Understanding compensation, work environment and other conditions</li> </ul>	<ul style="list-style-type: none"> <li>⤴ An accurate list of employers including names, addresses, email, websites, phone numbers, company profile information</li> <li>⤴ Number of staff in the target position inside the company</li> <li>⤴ How many people a year do they hire in these positions?</li> <li>⤴ Job postings or job descriptions from actual or similar employers.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Scott's Directory</li> <li>⤴ CanPages</li> <li>⤴ Working in Canada</li> <li>⤴ On-line Directories</li> <li>⤴ Toronto Public Library</li> <li>⤴ Personal contacts</li> <li>⤴ Friends</li> <li>⤴ Family</li> <li>⤴ Previous co-workers</li> <li>⤴ Previous managers</li> <li>⤴ Referees</li> <li>⤴ School mates</li> <li>⤴ Church members</li> <li>⤴ Clubs and associations</li> <li>⤴ LinkedIn</li> </ul>

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<b>Career goal and professional statement</b> <b><i>(Prepare)</i></b>	<ul style="list-style-type: none"> <li>⤴ List the job category and cluster of related work that is accessible. Type of engagement – whether contract, permanent, part time, hourly, salary, commission, piece work, etc.</li> <li>⤴ Occupation title or related titles</li> <li>⤴ NOC Code of work</li> <li>⤴ NAICS code of industries that are relevant to the type of work.</li> <li>⤴ Clear Gap Analysis of client's fit for career goal – identifying any skills, certifications, or explanations that may be necessary to fit job requirements and to convince a hiring manager to hire them.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Clear statement in three sentences covering the requirements</li> <li>⤴ NOC and NAICS codes</li> <li>⤴ Job descriptions</li> <li>⤴ Clear and complete Gap Analysis between client attributes, skills, experience and education pertaining to the job descriptions</li> <li>⤴ A plan to address the Gaps with steps to execute the plan.</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Examples</li> </ul>
<b>Work History/Education/ Experience</b> <b><i>(Prepare)</i></b>	<ul style="list-style-type: none"> <li>⤴ Accurate list of all previous jobs</li> <li>⤴ Accurate list of actual duties performed</li> <li>⤴ List of accomplishments – increased profits, reduced expenses, solved issues, improved processes, improved customer satisfaction, etc.</li> <li>⤴ Specific and clear examples</li> <li>⤴ List of all attained degrees, diplomas and certifications</li> <li>⤴ List of courses taken if education is incomplete</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Completed “Getting Started” Workbook</li> <li>⤴ Master Resume covering all previous work history and accomplishments (2-6 examples per each)</li> <li>⤴ Inventory of non-work but relevant experience and successes</li> <li>⤴ List of skills with relevant examples – (2-6 examples)</li> <li>⤴ Diplomas, degrees and certificates</li> <li>⤴ Credential assessments</li> <li>⤴ Transcripts of marks (if relevant or needed for industry)</li> </ul>	<ul style="list-style-type: none"> <li>⤴ Previous Resumes</li> <li>⤴ Evaluations</li> <li>⤴ Job descriptions</li> <li>⤴ NOC Descriptions</li> <li>⤴ Transcripts</li> <li>⤴ College Syllabus</li> <li>⤴ Certificates, Degrees, Diplomas</li> <li>⤴ Reference letters</li> <li>⤴ Testimonials</li> <li>⤴ Portfolio of work samples</li> </ul>

<p><b>Understanding the Job Search Process</b> <b><i>(Prepare)</i></b></p>	<ul style="list-style-type: none"> <li>^ Understanding the road map of job search</li> <li>^ Understanding the services provided by agency staff</li> <li>^ Understanding the agencies that support job search (Service Canada, Employment Ontario, TESS, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>^ Completed forms</li> <li>^ Oriented to agency services by staff (individual or group introduction)</li> <li>^ Is clear to register with EO Provider (Check EOIS, SIN, Work Permit, Identification)</li> </ul>	<ul style="list-style-type: none"> <li>^ <b>Employment Services provider can help you with your job search – check your local non-profit services directory (<a href="http://www.211toronto.ca">www.211toronto.ca</a> in the Toronto area)</b></li> <li>^ Referrals to helping agencies if job search or training not immediate concern</li> </ul>
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