

Welcome! We'll get started in a few minutes!

In the meantime, feel free to introduce yourself in the chat!
(e.g., name, program/faculty, regular/co-op)

Note: This session won't be recorded, but you will be sent the slide deck after the fact.



ON AIR

How To Find A Job

CENTRE FOR CAREER ACTION

Graeme Beaton
Career Advisor, Centre for Career Action



A Bit About Me



Graeme Beaton (he/him)

– pronounced Gray-um

- Career Advisor at CCA
 - Career Leader Program Supervisor (Workshops and Events), Workplace Harassment Advisor
- Avid musician since high school (piano, guitar, vocals)
- Cat person
- Past roles: tutor, freelance science writer, research assistant & coordinator, pianist, social entrepreneur, Career Leader...

Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

Some incredible local community members on IG: Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

Support: O:se Kenhionhata:tie – [Land Back Camp](#), @ose.kenhionhatatie on IG

Reports: [TRC Calls to Action](#), [National Inquiry into MMIWG](#)

Reading: [The Inconvenient Indian](#), [21 Things You May Not Have Known About the Indian Act](#), [This Place: 150 Years Retold](#)

What land are you on? native-land.ca

We Aim for a Safe(r) Space

Going into this workshop, the intention is to create as safe a space as possible.

A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

- **Choice**
- **Respect**
- **Care**



How might we co-create this safe(r) space?

- Participate in a way that feels most comfortable for you!
- Please use the chat during presentation time. Ask me questions whenever! At the end of the workshop, you can come on mic or use the chat during Q&A
 - Feel free to send me a direct message if you have a question or comment you would like to share privately
- If you're having tech issues, let me know and I can help problem solve
- Take what works for you and leave what doesn't!

AGENDA



Learn how to maximize your job search in 5 steps

Identify your personal approach to searching for work

Define networking and articulate its importance to the work search process

Introduce yourself, your experience, and your goals

Determine potential next steps

Maximize Your Opportunities – 5 Steps:



**Know yourself
& your goals**



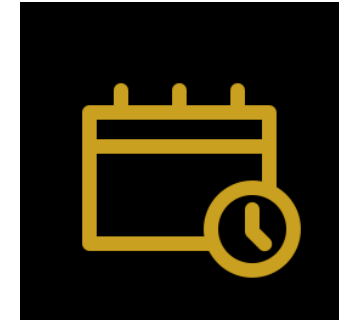
**Do your
research**



**Prepare to
network**



Get talking!



**Track your
progress**

Step 1: Know yourself + your goals

The world is going through major changes; so are you and your career plans and aspirations.

Take time to reflect on these changes and how you can adapt.

Different Approaches:

- Brain Storm/Word Cloud
- Pros and Cons List
- Where you see yourself in 5 years!



Reflect: Self-Assessment

Self-assessment does not have to be a solitary activity. There are many resources available to help you:

- Attend appointments/workshops
- Consult family, friends, and your network
- Assessments: personality, values, skills, interests, etc.
- Journaling
- Reading articles and books on career development

Your turn!

Take 2 minutes:
Brainstorm and jot down
1-2 work search goals



Step 2: Research



- Research which companies are still hiring within your field or related to your field
- Message previous connections to learn about their workplace
- Stay up to date: Scan the news, LinkedIn, join online groups, & check social media daily
- Inquire into government funding and grants if you are eligible

How Do I Research Who Is Hiring?

The screenshot shows the Job Bank website header with the Government of Canada logo and a 'Français' link. Below the header is a navigation bar with 'Job Bank' and a 'Sign in' button. A secondary navigation bar contains 'Job search', 'Career planning', 'Trend analysis', 'Hiring', and 'Help'. A light blue banner contains an information icon and the text: 'Job Bank is here to assist you through this uncertain time. Visit [Job Bank's COVID-19 page](#) to browse jobs in essential services.' The main content area features a large background image of a landscape with mountains and water. The text 'Your career starts here' is prominently displayed, followed by 'Search 61,101 job postings in Canada'. A search input field contains the text 'Example: Farm Worker' and a blue 'SEARCH' button. Below the search field are sorting options: 'Sort by: Best Match', 'Date Posted', and 'Last 30 days', along with 'Advanced' and 'Browse' links.

To Find Labour Market Information (LMI)

www.jobbank.gc.ca

View Trend Analysis – Occupation

View Trend Analysis – News and Reports

Where Do I Look? Applying On Job Boards

The image shows a user dashboard interface. On the left is a dark grey navigation menu with the following items: Dashboard, Staff, Hire Waterloo Co-op, Hire Waterloo, External Job Boards, Employer Information Sessions, Career Centre Events, Appointments, Help, and Logout. A yellow arrow points from the 'External Job Boards' menu item to the 'Home' button in the main content area. The main content area is titled 'MY VIEW' and 'Welcome Alicia Flatt'. Below the welcome message are two blue buttons: 'Advanced Search' and 'Add'. Below these are four buttons: 'Home', 'My Account', 'Searches', and 'Int'. Below the buttons is an 'Alerts' section with a table showing zero counts for Alert Messages, Alert Tasks, Alert Forms, and Alert Notes.

Alerts	
0	Alert Messages
0	Alert Tasks
0	Alert Forms
0	Alert Notes

External Job Boards – What's New

FindYourJob.ca—local job board for the Waterloo/Wellington/Dufferin area

Remotive – Remote jobs in the tech industry

Volunteer Action Centre – Virtual volunteer opportunities in Waterloo Region

We Work Remotely – Remote opportunities in a variety of industries

Government of Ontario: Agriculture and Food Jobs in Ontario – supporting the response to COVID-19

Tip: Follow news stories that talk about employment opportunities and send a message to those actively hiring!

Step 3: Prepare to Network

- **Write** : down your goal
- **Find** : the right people
- **Ask** : them who the next best person is
- **Talk Talk Talk!!**

Why is networking an effective job search strategy?

- » Helps you learn more about your field
- » Connects you with important people within your field
- » Helps with your own decision-making process
- » Helps to articulate your personal story
- » Strengthens your reputation with potential employers
- » **Unlocks the hidden job market**

How job seekers prefer to job search

Apply to job ads or send in résumé unsolicited

Seek referrals from friends and colleagues

Develop relationships with target employers

Hire via job ad or résumé

Hire someone referred by trusted colleague, friend or agency

Hire someone whose work they have already seen



How hiring managers prefer to hire

(Adapted from Bolles, “What Color is Your Parachute,” 2011)

EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE

Who do I know
who can be my
roommate?

Do my friends
know anyone
who can be my
roommate?

Maybe I should
start looking
online...



EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE

Do I know anyone who could fill this position?

Do my contacts know who could fill this position?

Maybe I should start looking online...



Step 3: Prepare to network

- **Determine your audience**

Who do you already know? Who would you **like** to know?

- **Know your conversation options**

Will you be reaching out in person, over the phone, or online?

- Networking Interviews & Informational Interviews

- **Prepare your tools**

Are your résumés/CVs, networking letters, online profiles, and portfolios up-to-date?

- **Develop your goals for the conversation**

What are you hoping to gain from this conversation?

- **Prepare specific questions**

What do you want to know? What are you curious about?

Your turn! – Take the 5 Contact Challenge!



3. Prepare to network.

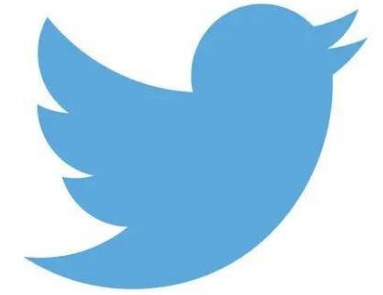
Write down the names of three-five people that you know who might be helpful to speak with

Get insight

“What advice do you have for me?”

Gain new contacts

“Do you know anyone that I would benefit from connecting with?”



SOCIAL MEDIA & ONLINE NETWORKING

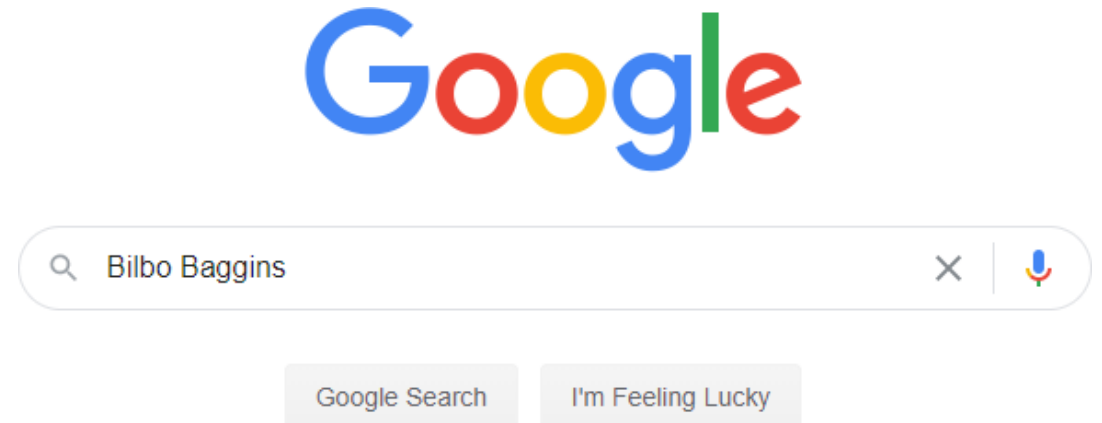


Activity: Google Yourself

Google your full name and see what results show up.

Consider:

- What search results (images, social media accounts, websites) come up on the first couple of pages? What are the sources?
- Do these results support your résumé or contradict it?
- Do they create the professional image you want to portray to employers?
- If there isn't much online about you, what do you want employers to find?



Social Media And Networking: Key Principles*



- **Build your online brand:** start crafting your online presence and share your career aspirations, highlights, & projects
- **Be dynamic in your social media usage:** Post content consistently (*proactive*) and engage with the content of others (*reactive*)
- **Be seen:** use hashtags, engage on the platform consistently & reply to others' posts

*adapted from Alaina G. Levine's *Networking for Nerds*

LINKEDIN PROFILES



Azzam Bin Aamir (He/Him)

Data Science Analyst @ Purolator | ADCS Design Team @ UW
Orbital | Social Media Lead @ MealCareUW
Kitchener, Ontario, Canada · [Contact info](#)



Phil Miletic

Career Advisor | Social Media
Communications | Tech Ethics |
Researcher in Digital Media and
Games | Coffee Lover

HOW DO I CONNECT WITH SOMEONE I DO NOT KNOW?

- 1) **How you know of them:** did they take a class with you, co-worker, in same group, referred to you, someone you admire?
- 2) **Why you want to connect:** building your network, following for inspiration, link to someone else
- 3) **Call to action:** do you just want to connect, do you want to meet them, do you want them to share advice with you

- Keri Twigg, ["How to write to people you don't know \(but want to\) on LinkedIn"](#)

LINKEDIN ALUMNI SEARCH

The screenshot shows the LinkedIn profile for the University of Waterloo. At the top left is the university's logo, which includes the text "UNIVERSITY OF WATERLOO" and a crest. To the right of the logo, the name "University of Waterloo" is displayed in a large font, with "Waterloo, on · 160,647+ alumni · 229,203 followers" underneath. Below this is a short bio: "We are Canada's most innovative university. #UWaterloo". A blue button labeled "Visit website" with an external link icon is positioned below the bio. On the left side of the page is a vertical navigation menu with the following items: "Home", "About", "Jobs", "Alumni" (which is highlighted with a blue bar), and "Ads". The main content area on the right features the text "160,647 alumni" and "Start ye" (partially cut off). Below this is a search input field with the placeholder text "Search alumni by title, keyword or company". At the bottom of the search area, there are navigation arrows labeled "Previous" and "Next".

ALUMNI SEARCH: REFINING YOUR SEARCH

3,033 alumni

Start year

End year

Computer Science X

Kitchener, Canada Area X

Clear all

< Previous Next >

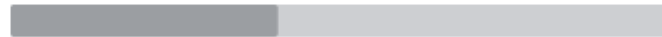
Where they live

+ Add

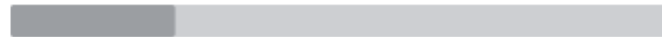
13,055 | Canada



5,309 | Toronto, Canada Area



3,268 | United States



3,033 | Kitchener, Canada Area

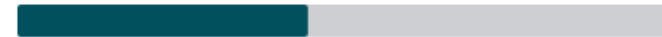
Where they work

+ Add

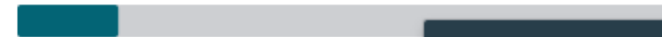
267 | University of Waterloo



118 | Google



41 | Sun Life



37 | D2L



Messaging



SAMPLE EMAIL/LINKEDIN REQUEST

“Dear _____, my name is _____, and I am researching companies in the _____ field. I’m currently in X Program at the University of Waterloo, with a particular interest in _____. I hope you don’t mind my contacting you - I found your name on LinkedIn and noticed that you’re an alumnus of UWaterloo.

Would you be willing to meet with me on Skype/Zoom or over the phone for 20-30 minutes to talk about your experience in the _____ sector? I’ve done my research, but reports and websites can only tell me so much – your practical insights would be much appreciated! If we don’t connect, I’ll contact you again in about a week, in case that’s a better time.”

-Adapted from “The 2-hour Job Search” by Steve Dalton

Step 4: Get Talking!



What To Ask In An Informational Interview

- About their career/educational background
- About their day-to-day job, especially how they are dealing with changes
- About their recommendations/advice for you
- About possible opportunities (volunteer, part-time, full-time) to help with any demand they may be facing

**Is there anyone else you'd recommend that I talk to?*

Step 5: Track your progress

- **Create a database to track your progress + stay organized**
 - Select a tracking system (e.g. Excel, Notion, even a checklist)
 - Record details you find important!
 - Decide how you will organize your contacts
 - Update after every interaction + follow up!
- **Create a work schedule with clear goals and deadlines**
- **Stay connected - continue having conversations!**

Practice Self-Care

- Maintain a self-care routine (e.g., gratitude journalling, mindfulness, exercise, healthy eating, taking breaks)
- Resist comparing yourself to others; create a sense of community
- Remember to take time to do things that you love



Mental Health & Wellness Supports

Mental health crisis supports:

[EmpowerMe](https://www.empowerme.ca): 1-833-628-5589 (Toll-free, 24/7, multilingual support)

[Here 24/7](https://www.here247.ca): 1-844-437-3247

[Good2Talk](https://www.good2talk.ca): 1-866-925-5454

Campus supports:

Campus Wellness

[Counselling Services](#)

[Mentor Assistance Through Education and Support \(MATES\)](#)

[Glow Centre for Sexual and Gender Diversity](#)

[Racial Advocacy for Inclusion, Solidarity, and Equity \(RAISE\)](#)



**Regular
Co-op
Undergrad
Masters, PhD, Postdocs
Alumni
Employees**



**Job Search Tactics
Résumé
Cover Letter
Interview Prep
Career Exploration
Grad School Prep**



**Individual Appointments
Drop-ins
Workshops
Online Resources**

uwaterloo.ca/career-action

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox following this workshop.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.

UNIVERSITY OF WATERLOO



QUESTIONS?

CENTRE FOR CAREER ACTION