

Instructor's Guide

for

GETTING THE JOB YOU REALLY WANT SERIES, VIDEO 5:

GETTING A JOB USING NONTRADITIONAL METHODS

"You can quickly get to know all sorts of new people if you go about it right. One of them often turns out to be the someone you need." --Mike Farr, Seven Steps to Getting a Job Fast

Overview

In this program the advantages of using nontraditional job search methods is explored. The fact is that relatively few people get jobs using traditional job search methods because approximately 65% of jobs are never advertised. Employers often hire for a position before it's advertised through referrals of colleagues or other employees. Though most people search for open positions, it's more fruitful to search for employers who need people with your skills, whether there's a current opening or not.

Any job opens in four stages (though many are filled before the final stage):

1. No opening now. 25 percent of people get a job by contacting an employer at this stage.
2. No formal opening exists, but insiders know one may soon be available. 50% of jobs get filled by the end of this stage.
3. A formal opening exists but is not yet advertised. Most jobs have been filled by the end of this stage.
4. A position is advertised. Relatively few jobs make it to this stage. When they do, you are in competition with a wide pool of applicants.

The two main nontraditional job search methods are:

- **Networking:** Get leads from people you know who can get your name in front of people who can hire someone with your skills. These are known as warm contacts.
- **Contacting employers directly:** You can contact an employer by phone or drop in. These are known as cold contacts.

Networking involves defining contacts from categories such as friends and relatives, people from your church or social club, people you went to school with, old employers, and so on. List categories such as these on a piece of paper

and then list contact names within those categories. Use the phone, face-to-face meetings, or e-mail to let them know you're looking for work. Three guidelines for successful networking are to select good contacts, present yourself well, and get two referrals with contact information from each.

You can contact employers directly by identifying organizations that are likely to need your skills. To do this, go through the index of the local yellow pages looking for categories of organizations; put a checkmark by each organization in these categories and rank your interest in them, with #1 being very interesting and #3 being least interesting. Then call and ask for the person in each organization in charge of hiring people with your skills. Consider dropping by places of interest on the way home from an interview with another company. Ask to talk to someone about the possibility of future openings.

Other nontraditional techniques include volunteering, contacting professional associations as a source of information and networking, starting at the bottom with an entry-level position in a field of interest, or taking a temporary job.

Presentation Suggestions

Ask students to suggest categories of contacts that they have, such as friends, family, sports clubs, former schoolmates, children's friends' parents, PTA, professional associations, church, etc. List each category on the board or overhead. Ask students to consider this question: If they listed every contact they had and got 2 referrals to a potential employer from each of those people, how many contacts would they have?

Explain that what you've just discussed is the basis of networking, one of the topics explored in this video program. Give them the **Anticipation Quiz** to complete prior to viewing the video. If you wish allow the students to state their answers and discuss them.

Show the video. Encourage students to make changes to the answers they put down for the Anticipation Quiz while watching the video.

At the conclusion of the video, ask students to discuss any changes they made to the answers on the Anticipation Quiz as a result of information in the video. Follow up the discussion with the **Activities**.

Use the **Discussion Questions** to request oral or written responses from students, or assign the questions as homework essays.

Give the **Quick Quiz** at the conclusion of class and correct the quizzes as a group.

Assign the **Homework Option**, if desired.

Anticipation Quiz

Directions: Answer these questions as completely as possible. You will revise your answers as you watch the video.

1. What are the four stages of a job opening?
2. At what point can you apply for a job and have little competition for it?
3. What is the most likely way to get a job?
4. What is a warm contact?
5. What is a good resource for identifying local companies in various industries?

Answer Key

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| <ol style="list-style-type: none">1. No opening exists; no formal opening exists but insiders know one might soon; a formal opening exists but it's not advertised; the position is advertised.2. Before it's advertised. |
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| <ol style="list-style-type: none">3. Be referred by somebody the employer knows.4. Someone you know or come to know who may know people who can hire someone with your skills.5. The yellow pages. |
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Activities

Activity #1

Title: Warming Up Cold Contacts

Format: Small group

Time: 20-25 minutes

Materials: Chart paper, marker pens, phone books

Procedure:

1. Organize the class into groups of four to six depending on class size.
2. Give each group a phone book, some chart paper, and marker pens.
3. Assign each group one of these fields:
 - a. Healthcare
 - b. Manufacturing
 - c. Sales
 - d. Media (such as television, radio, newspapers, etc.)
4. Ask each group to go through the yellow pages and identify categories of companies that fit their assigned industry, writing each category on a piece of chart paper.
5. Have the groups post their pages around the room and ask who in the class knows somebody working in any of those industries. Discuss the best way to approach these contacts for help.

Activity #2

Title: Networking

Format: Individual

Time: 20-25 minutes

Materials: Paper, pen

Procedure:

1. Have each student write down each of these categories at the top of a piece of paper (one piece of paper for each category):
 - a. Family
 - b. Friends
 - c. Former coworkers
 - d. People I went to school with
 - e. Professional associations
 - f. Sports/social clubs
2. Ask each student to take about 15 minutes to think of people they know in each of those categories and list them on the appropriate piece of paper. If they don't know a person's name, have them write a description (for example, the person in accounting who always helped me with my expense reports).
3. Ask them to rank the contacts they've listed for their ability to lead to a referral to somebody who could hire a person with their skills from 1 to 3 (1 being most likely, 3 being least likely).
4. Now have students choose three of those contacts who are most likely to result in a referral and write a short paragraph outlining a plan for networking with each of them including information such as:
 - Best way/time to contact them (phone, e-mail, in person)
 - Information it would be useful to give them (resume, JIST Card, etc.)
 - A method to thank them (thank-you card, buy the person lunch, etc.)

Discussion Questions

1. Which do you think is the most fruitful job opening stage in which to connect with an employer? Why?
2. How do you know who to ask to speak to if you just 'drop by' a potential employer's office? How would you open a conversation with that person?
3. How can volunteering lead to contacts or a job?

Quick Quiz

Note: You may list the word bank on the board and read these questions out loud, allowing time for students to respond, or copy and hand this out as a written exercise. If you read the quiz, write responses on the board/overhead.

Directions: Fill in the blank with the best word choice from the word bank.

Word Bank:

competition
referrals
yellow pages
network
associations

interview
warm
fourth
open
entry level

1. Ideally you will get two _____ from each person in your network.
2. A good source of information about local businesses is the _____.
3. A _____ is a group of people you know or come to know.
4. One good source for networking is professional _____.
5. It's good to contact an employer before a job is advertised because you have no _____.
6. Consider dropping by a potential employer's office on your way home from a(n) _____.
7. Most people search for _____ positions when they should look for any employers who need their skills.
8. Although this is the job opening stage where you have the most competition, it's still a good idea to apply for jobs in the _____ stage.
9. _____ contacts are people you know such as friends or family.
10. If you're having trouble getting the job you want in your field of interest, consider taking a(n) _____ job.

Answer Key

1.	referrals
2.	yellow pages
3.	network
4.	associations
5.	competition

6.	interview
7.	open
8.	fourth
9.	warm
10.	entry level

Homework Option

Write an e-mail announcement you can send to your friends and family explaining that you are looking for work and asking for their help. Explain what kinds of skills you have and what kind of job you're looking for. Ask for two referrals to people they know who might be able to give you work. Try to make the announcement as positive as possible. Then write a sample thank-you note you could send to somebody who provides you with referrals.