

# CAREER SERVICES

## Job Search: Your Career from First Year to Graduation

How to build skills, meet people, and reach your career goals



Career Services |



University  
of Manitoba

# CAREER PLANNING PART 2: YOUR JOB SEARCH

Learning to speak a language, play a musical instrument or play a sport takes time and practice. You need to develop the necessary skills to be successful. The very same concept applies to the job search process – it is a learned skill! This guide will help you recognize and develop the skills necessary to effectively look for work throughout your lifelong career journey: from summer to part-time to full-time jobs. As a student, making intentional decisions and using a strategy can mean that your summer and part-time jobs will lead to the development of knowledge, skills, and connections for future employment beyond graduation.

## THE JOB SEARCH STARTS IN YEAR ONE: Finding Work as a Student

There are plenty of reasons to work while you're still in school, both during the year and in summer.

**GAIN  
EXPERIENCE**

**NETWORK**

**BUILD  
SKILLS**

**MAKE  
MONEY**

Be strategic! Find a job that connects you with the people you want to work with or gives you the skills you need to be successful when you graduate. This is also a great opportunity to find out about yourself, from where you like to work to the types of work you enjoy, and assess that you're on the right path. Sometimes students just need to make money to survive and finding directly related work is not an option. In that case, be creative and remember that entry level positions can provide you with transferable skills like communication, teamwork, or customer service. Consider the skills you want to develop and remember to highlight them when you eventually search for your "career" job.

See [Appendix A: Maximizing Your Experiences](#) for details on how to get the most out of student work.

**TIP:**

**Gain a reference.** Be sure to make a great impression as a student staff member so you can use your supervisor as a reference for other opportunities.

## Searching for a Full-Time Job

The skills throughout this book are applicable to all types of job searchers. You have been gaining skills and building your network throughout your time in university, even if you didn't realize it. Searching for full-time work will require you to reflect on your experiences, use your industry specific knowledge, and rely on the people you've met. It is never too early to get started, and the process is typically easier the sooner you begin planning your career strategy. We recommend that students start actively searching for work at least 6 months before graduation.

## STEP 1: KNOW YOURSELF

It is hard to even begin your job search if you don't have a clear idea of what you have to offer employers or what positions you want. If your plan is unclear, take the time to use Career Services' resources before you move forward.

Check out [Career Planning resources](#) online, use [Appendix B: Skills Matching Worksheet](#), or [Drop In](#) to talk to us!

Whether it is at an interview, a networking event, or in your resumé, you need to communicate your worth. Knowing what skills you have to offer an employer will allow you to market yourself effectively in person, on paper, and online.

## STEP 2: DO YOUR RESEARCH

Once you have a clear understanding of your skills and have identified an employment goal, it is time to do your research. This is a crucial step towards creating a clear plan for your future. By building a library of information about your career, you can make informed decisions throughout your degree that will put you in a position to be a competitive candidate for your profession when you graduate.

You need to determine:



### TIP:

**Save your research.** Keep electronic copies of interesting job postings, articles, and information you come across. Use “dream” job postings as a checklist: these are the skills you need to develop by working and volunteering to be a candidate for that position someday.

## KNOW THE JOB MARKET

Understanding the labour market can provide a solid foundation for career planning and your job search.

### Labour Market Information

Use Labour Market Information (LMI) to understand your industry. Keep in mind that for university graduates there is more than one industry that can utilize your skills. LMI can assist you in your job search by providing important information about which industries have the most job openings.

## WHERE TO FIND LABOUR MARKET INFORMATION

LABOUR MARKET REPORTS	MEMOS PUBLISHED BY GOVERNMENT	PEOPLE IN THE INDUSTRY
Industry associations publish reports highlighting the demand for certain positions, subsectors, and skills. Check out your field in our <a href="#">occupational library</a> .	Government labour departments report on economic, social, and political forces that impact industries and job seekers. <ul style="list-style-type: none"> <li>▪ <a href="#">Manitoba Occupational Forecasts</a></li> <li>▪ <a href="#">Canadian Occupational Projection System (COPS)</a></li> <li>▪ Find job outlook: Search by job title &amp; region through the <a href="#">Job Bank</a>.</li> </ul>	Professionals working in the field can confirm published information and introduce you to key people. We will discuss this further in Step 4.

Regardless if there is a “good” or “bad” economic climate, there are jobs that need to be filled. There are many ways to look for jobs. The key is to combine numerous approaches.

**The Job Market includes:****Visible Job Market**

This consists of the published job postings found in newspapers, magazines, websites, employer websites, social media, and community posting boards (such as Facebook, LinkedIn, Twitter, Kijiji).

**Hidden Job Market**

This is not as straight forward as applying to a job posting on a website. Positions in the Hidden Job Market are found informally: an overheard conversation on the bus, a help wanted sign in a window, a suggestion from a friend in conversation, a part-time job that evolves into full-time work. This requires job seekers to be active and aware of the current and future opportunities that appear or can be actively sought out in everyday life. We will come back to this in Step 4.

**TIP:**

**The best way to increase opportunities is through networking.** Improve your odds by tapping into the hidden job market.

**ACCESS THE VISIBLE JOB MARKET: Research Online**

The internet is the most obvious place to access the visible job market. This is a great starting point for your research.

**WORK WHERE? Seek Information on Employers**

Explore every aspect of your occupation. Generate a list of employers, discover positions at companies (both advertised and currently occupied), and get a feel for your field.

**Industry Associations & Sector Councils**

Find industry specific materials, including skill development and recruitment information. Sign up for a student membership to attend events and access member resources. Use this list of **Industry Associations and Sector Councils** on our website to begin exploring.

We also link to related associations for each field in our **occupational library** or check your degree in **the Career Compass**. You can also check out the **Winnipeg Economic Development** for information on key industries.

**Directories & Listings**

This is a great way to discover organizations. Check out:

- **Canada Business Registries Directory**
- **Yellow Pages**
- Employee listings on company websites to determine position titles and possible contacts
- **Industry Canada – services and information**
- **Manitoba 211** (for social service agencies)
- Trade magazines (Google your field + trade magazine)
- Online directories
- Industry directories
- **Chamber of Commerce Winnipeg Business Directory**

**Top Employer Lists**

Various publications rank employers and create lists of the best employers in a variety of categories. This can help you identify employers. For example, check out:

- **Canada's Top Employers for Young People**
- **Canadian Business Best Employers**
- **LinkedIn Top Companies 2021**
- **Manitoba's Top Employers**
- **Winnipeg Chamber of Commerce Awards**

**Social Media**

Social Media can be a fountain of information. Try LinkedIn, Facebook, blogs, Twitter. For example, find an interesting professional on LinkedIn and take a look at their past employers and position titles for inspiration. If you find someone who might be a valuable addition to your network, consider contacting them for an informational interview (see Step 4 for details). Consider their current and past employers as possibilities for yourself.

Google Search	Job Boards	Company Websites
Type keywords related to your industry into Google. For example, “design association Winnipeg.”	There are plenty of <b>job posting boards</b> to choose from, where employers recruit. Be sure to also read up on <b>Employment Scams</b> to stay safe.	Some organizations only advertise open positions on their own website. Once you’ve identified employers, go directly to the source to see if each company has a position posted.

We are here to help at all points of your job search. **Drop In** to talk to us!

### STEP 3: CREATE YOUR MARKETING TOOLBOX

Your marketing toolbox includes all of the materials you use in your job search. This consists of your prepared documents, the scripts you use when speaking to your network about employment, and your online presence.

#### Marketing Yourself on Paper: Document Preparation

Having strong documents to provide to your networking contacts and employers is a vital part of an effective job search. Take the time to use Career Services’ resources to create tailored, well-written documents.

<b>Resumé &amp; Cover Letter</b>	Your resumé and cover letter should reflect what you have to offer a specific employer and how your skills, knowledge, education, and training meet the requirements of the employer. Use the <b>Resumé</b> and <b>Cover Letter</b> Workbooks to help you create these documents, or come to the <b>Resumé Learning Centre</b> .
<b>Calling Cards</b>	A small card with your name, contact information and some key information can be helpful when it is not appropriate to hand someone a resumé. See <b>Appendix D</b> for samples.  For example, if you meet someone at a BBQ, you can provide your elevator pitch and then give them your card saying, “If you hear of anyone who needs ____ would you please give them my information?”

#### Your Job Search Script

Marketing yourself verbally is crucial in any job search. Your enthusiasm, especially when combined with well researched industry information and clear articulation of your skills, can make you a memorable candidate. Two essential skills for jobseekers are the 30 second elevator pitch and the cold call.

<b>Elevator Pitch</b>	Create a 30 second elevator pitch to quickly and clearly present what you have to offer a potential employer. Practice your pitch and be ready to share it when the opportunity presents itself – at a networking event, in the line at a coffee shop, or during a cold call. The most effective elevator pitch will consider the audience and industry and be tailored accordingly. See <b>Appendix E</b> for how to create an elevator pitch.
<b>Cold Calls</b>	Sometimes your network won’t extend to an industry you are interested in. Therefore, after you have done substantial industry research, you will want to reach out to speak to people you don’t know. Check out <b>Appendix F</b> for a script that you can follow for this process. Though sometimes intimidating, cold calls are an excellent way to broaden your network and find work.

## Manage Your Online Presence

How you appear online can have a significant impact on your future – in both positive and negative ways. Employers will often check social media before deciding whether or not to interview you. For this reason, always be thoughtful about what you post online. Anything can go viral.

### TIP:

**Google yourself.** To check how you appear online, use private browsing or “incognito mode” in your browser to Google yourself. This will prevent your previous browsing history from impacting the results and show you what comes up when others search you.

Popular online platforms include:

LinkedIn	Personal Website / E-Portfolio	ResearchGate
<b>LinkedIn</b> is a social media tool for connecting with professionals, learning industry information, and profiling yourself as an aspiring professional. Check <b>careerCONNECT</b> for LinkedIn Workshops on campus.	Use these for an opportunity to showcase your work, be it artistic, written, or otherwise. Keep your work up to date and link it from other social media outlets and your resumé.	<b>ResearchGate</b> is a social network for scientists and academics, used to network and showcase publications.
Twitter	YouTube	Industry Specific Platforms
For industries that are active on Twitter, this could be a means by which to show how effectively you can “tweet” and stay in touch.	A great resource for showing talents – whether you are a videographer, public speaker, editor, or performer.	New online platforms are created every day, and some might be specific to your industry. Seek resources that can help you advance professionally. Be a smart consumer!

Career Planning is not linear. You will grow and learn throughout this process and you might change your goals as you go. **Career Services is here if you need to talk.**

## STEP 4: UNCOVER THE HIDDEN JOB MARKET BY NETWORKING

The best way to access employment is by using multiple strategies. An essential addition to your job search is to uncover the hidden job market through networking. For some students, this aspect of the job search process can feel intimidating and it can be tempting to skip this step. We know it can be scary, but the rewards that can come from growing a strong network are too great to miss out on. If you’re worried, we are here for you – **drop in and talk to us.**

### TIP:

**Informal information about the labour market is all around us:** whether it is from an impromptu chat at the store or an opportunity posted on a bulletin board. With reflection, you might even be able to find employment possibilities if you see a new business being built. Be aware of what is going on around you and think critically about how you can use new information in your job search.

## Put Yourself in Situations to Meet Employers

By attending events, working, volunteering, and being a part of the community, you have naturally created a network of people who can help you with your job search. Reconnect with your contacts to find more opportunities. You will probably need to go beyond your current network: take networking to the next level by seeking out additional events

and individuals that can help you find work or suggest ways to improve your skills. Start networking early in your degree and be sure to maintain useful relationships that can help you find student opportunities and eventually full-time work.

### Quick Wins: Attend Events

Attending an employment or networking focused event can be a quick, effective way to introduce yourself to employers.

Networking Events	Employer Information Sessions	Career Fairs	One Day Volunteering
Offered by faculties, student groups, sector councils, and Career Services' <b>careerCONNECT</b> . Meet and speak with professionals in a socially professional environment and expand your network.	Companies often hold information sessions leading up to a recruiting season. Keep an eye on <b>careerCONNECT</b> and check professional faculty or department offices for details.	Learn about potential employers during career fairs. Don't forget to ask for the employer's card and follow up with a short thank you email. Annually, Career Services hosts 3 <b>career fairs</b> .	<b>Volunteering for a single day at an industry or community event</b> can be a way to meet people with similar interests. Converse with fellow volunteers and stay in touch with those you'd like to add to your network.

### TIP:

**Become a student member of a professional organization.** Many professional associations have student memberships available at as reduced rate. Membership perks include: events, directories, job postings, and professional development. Most importantly: meet people in your field and build your network. Google your field or find related associations linked in **Exploring Occupations**.

### Longer Term Commitments

Another way to build a strong network and access the hidden job market is to insert yourself into the field through paid internships, co-op positions, volunteer work, and entry level employment.

PAID INTERNSHIPS	CO-OP	VOLUNTEERING
This is a short-term position with your industry, during or immediately after your program. Gain skills and show the employer that you are a good fit. Check out <b>job boards</b> and employer websites to find internships.	If your program offers co-op, take it! The opportunities for experience and networking are incredibly valuable to your future. Search for your faculty in <b>Co-Operative Education Programs</b> .	Build skills and gain exposure to an industry or organization while connecting with possible mentors or employers. Contact an organization directly about volunteering or use posting boards – example: <b>Volunteer Manitoba</b> .
ENTRY LEVEL WORK	ON CAMPUS OPPORTUNITIES	
At times, the exact position you want at an organization is unavailable. A strategy can be to apply for a position that is different from or even “beneath” your ideal position. Through this, network within the organization, gain skills, prove yourself, and eventually, when the opportunity presents itself, move into your ideal job.	There are numerous opportunities to build transferable skills on campus and to network with other students. Consider joining a <b>student group</b> or taking part in <b>Community Engaged Learning</b> . If you are looking for on campus work, see <b>On Campus Jobs</b> and the <b>Work-Study Program</b> .	

**TIP:**

**Opportunity can present itself anywhere.** If you encounter someone you would like to speak to, take a moment to approach them. You might exchange contact details to connect for a longer conversation at a later date.

**Talk to Professionals & Employers in Your Field**

Building connections with professional and employers in your field is something you should begin in your first year at university. If you are graduating, you might have ramped up your event attendance and begun to think critically about who you know in the field. Reach out to your contacts in the industry, ask to be introduced, or seek out a professional you haven't met yet through a cold call (see [Appendix F](#)). Your network can alert you of opportunities and put you on the radar of organizations where you want to work.

Here are a few ways to start an informative dialogue with a professional of interest:

INFORMATIONAL INTERVIEWS	MENTORSHIP
<p>Reach out to a professional to request advice. <b>Ask about</b> their career path, job, education, and seek advice about employers. Position yourself as a strong future professional, without explicitly asking for a job. Use their advice to plan out the skills and experiences you should build during your education.</p> <p>If you're unsure of how to contact someone, the <a href="#">Career Mentor Program</a> is a great place to start.</p>	<p>Take the opportunity to learn from a seasoned professional. Be engaged and stay engaged. When your mentor suggests you do something, reach out to someone, or try a new skill – do it. Begin the relationship as an informational interview then ask for mentorship from there. It doesn't have to be a weekly meeting; however, you should set up some parameters for regular check-ins.</p>
WORK PROPOSAL	JOB SHADOW
<p>Create an opportunity by proposing a project to an organization. This promotes your skills beyond your resumé, shows interest, and provides the employer with an opportunity to see your value before giving you a permanent position. Schedule a mutually agreed upon meeting to pitch your idea.</p>	<p>Spend a workday with a professional in your career of interest. This will expose you to elements of the job that you cannot read about online and grow your network. Ask someone in your network, reach out to a professional organization, or cold call someone of interest.</p>

**TIP:**

**Keep a job search and networking journal.** Track the people you speak with, notes about your interaction, and record the contact information of people you plan to speak with in the future. Use [Appendix G](#) as a starting point.

**STEP 5: KEEPING AT IT**

Every job search is different. Your job search might take a couple weeks or it might stretch on for months. Sometimes the search can be discouraging and it can be hard to cope with a lack of responses or rejection. Remember: keep applying and keep networking. Don't stop while you wait for a response from an organization. Here are a few tips for keeping up your job search momentum if times get tough.

## SEEK SUPPORT

Friends and family can be great cheerleaders.

Career Services is here for you too – we are available up to 6 months after graduation.

## SCHEDULE

Create a reasonable schedule. Unemployed? This is your full-time job: 8 hours per day with breaks and a weekend. Still in school? Schedule a job search hour daily.

## SET GOALS

Set a daily goal of how many phone calls you'll make, how much research you will do, or how many applications you will send out. Then do it.

## BE KIND

Be kind to yourself! This process is hard and you are doing your best. Celebrate your small successes, like making a new contact or identifying an employer.

## REFLECT, REPEAT

Attending one networking event might not do the trick – find more. Two cold calls might not lead to the informational interview you're seeking – keep calling other professionals. Reflect on your wins and consider areas you can improve. At what point are you having the least success? If you aren't getting calls, it might be time to have someone examine your resumé. If you're getting interviews, but not offers, practice answering questions with a friend. If it is lack of experience, consider volunteering. Then keep going, repeating all aspects of the process until you land that job. This can sometimes take a while, but keep at it: you are building an exciting and meaningful career. It will be worth it in the end!

Searching for a job can sometimes be a difficult or exhausting process. If you need a pep talk or a new perspective, Drop In to talk to us!

## Appendix A: Maximizing Your Experiences

### Evaluating & Articulating Competencies

It is important to reflect on the skills that you have gained by working as a student in order to effectively market your skills and move toward your career goal. Here are a few tips for making the most out of your student work experiences:

#### 1. Keep electronic copies of the job posting or job description so you can refer back later on

- Consider which of these competencies you developed in this position and how you achieved them.
- Are there competencies and knowledge you gained that are not listed in the posting?
- What did you achieve? What problems did you solve? Consider improvements, projects, changes, or ideas you brought to the position. Make note so you can brag about this to your future employers.

#### 2. Communicating your competencies: Add your student work experience to your application materials

- Take the competencies you determined and follow the demonstration statement format to write clear, concise and detailed points. See the Resumé Workbook to learn how.
- Remember – when you are applying to a new position, you must think about how your experiences and skills can be framed in such a way that they make sense and demonstrate the skills required by your prospective employer.

#### 3. Think long term – How do these competencies benefit future employers and your career goals?

Think of a ladder – use these experiences to provide you with a step in the right direction.

- Keep your career goal in mind
- Consider how you can build on the skills you have and add additional skills needed for your career
- Be sure to maintain a relationship with the valuable contacts you made in this position
  - Networking: Contacts can introduce you to others in the field or suggest possible positions that fit your skills
  - Ask if you can use your supervisor as a reference when looking for other employment opportunities
- The exposure and knowledge gained from working in industry can be invaluable
  - Reflect on what you like and dislike about the industry, the jobs available in the industry, and the specific duties involved in your position
  - Reflect on the knowledge you have gained about the labour market and skills required for positions you are interested in

## APPENDIX B: SKILLS MATCHING WORKSHEET

### WRITTEN COMMUNICATION

### I USE THIS SKILL WHEN...

Condense information/produce concise summary notes accurately with correct grammar, punctuation and spelling.	
Write letters and reports that are logically structured and contain all relevant information.	
Adapt writing style in consideration of different audiences.	

### ORAL COMMUNICATION

### I USE THIS SKILL WHEN...

Ask and answer questions, clarify, and summarize what others are communicating.	
Provide clear explanations and directions while instructing, educating and providing feedback.	
Communicate with others using a variety of communication strategies to negotiate, mediate, resolve difficult issues and sell ideas.	

### TEAMWORK

### I USE THIS SKILL WHEN...

Demonstrate respect and care. Is open and supportive of the thoughts, opinions, and contributions of others.	
Actively contribute to team projects/tasks; fulfils required roles, participates in discussion to improve effectiveness.	
Accept and share responsibility. Learn from constructive criticism and give positive and constructive feedback.	

### LEADERSHIP

### I USE THIS SKILL WHEN...

Accept responsibility for decisions and display a positive attitude and perseverance.	
Models a strong desire to succeed by demonstrating adaptability to achieve goals.	
Take initiative in leading, supporting and motivating others in developing individual skills or tasks to achieve goals.	

### PLANNING AND ORGANIZING

### I USE THIS SKILL WHEN...

Effectively apply organizing and planning skills to manage work.	
Work effectively to complete deadlines when under pressure.	
Proactively plans and manages work; monitors results through to successfully complete plans.	

### PROBLEM SOLVING SKILLS

### I USE THIS SKILL WHEN...

Make decisions in accordance to accepted practices and guidelines.	
Use problem-solving strategies to identify and resolve problems, issues and determine solutions.	
Recognize inconsistencies in reasoning. Makes decisions in situations that fall outside established guidelines or where the choice among options is less obvious.	

### ANALYSIS AND RESEARCH

### I USE THIS SKILL WHEN...



Gather relevant secondary data and organize information in a logical manner.	
Collect primary data and/or assist in carrying out surveys, focus groups, and lab analysis.	
Analyze samples/surveys for quantitative/qualitative research.	

**NUMERACY:** able to carry out arithmetic operations/understand

**I USE THIS SKILL WHEN...**

Perform calculations for adding, subtracting, multiplying and dividing, and converting between fractions and decimals.	
Perform complex calculations and operations that require using advanced multi-step mathematical strategies.	
Analyze or compare numerical data to identify trends or compare statistics.	

**DIGITAL TECHNOLOGY SKILLS**

**I USE THIS SKILL WHEN...**

Performs basic computer tasks, such as creating documents, saving files, and sending email.	
Design web pages and a wide range of software skills.	
Demonstrate in depth knowledge of computer software and information technology systems.	

**PRESENTATION SKILLS**

**I USE THIS SKILL WHEN...**

Present basic information to one or more people using appropriate resources, vocabulary, and non-verbal language.	
Prepare and present advanced information with clarity with the ability to respond to questions in a timely manner.	
Facilitate interactive presentations of advanced information customized to the interests and needs of the audience.	

**PERSONAL MANAGEMENT**

**I USE THIS SKILL WHEN...**

Demonstrate professionalism in recognizing expectations in work culture to maximize success in the workplace.	
Embrace new opportunities, learn continuously, and identify importance in every job/task.	
Anticipate the unexpected and respond quickly to sudden changes in circumstances.	

**OTHER**

**I USE THIS SKILL WHEN...**




## Appendix D: Business / Calling Card Examples

<b>Anvi Batra</b>	<b>289-5895 or 212-1771</b> <b>anvi.batra@gmail.com</b>
<b>Customer Service Skills:</b>	
<ul style="list-style-type: none"> <li>● 2 years customer service experience</li> <li>● Thrive on providing great service to the public</li> <li>● Demonstrated ability to meet deadlines and perform well under pressure</li> <li>● Strong communication skills – verbal and written</li> <li>● Word-processing skills with 55 wpm: Word, Excel</li> </ul>	
<b>Highly Motivated      Dedicated      Enjoy Challenges</b>	

<b>John Buhler</b>	<b>(204) 334-5388</b>
John.Buhler@gmail.com	ca.linkedin.com/in/jbuhler
<b>Biological Research Technician Skills:</b>	
<ul style="list-style-type: none"> <li>- Possess strong laboratory skills</li> <li>- Scientific writing and presentation skills</li> <li>- Well-developed analytical skills</li> <li>- Software: (put in examples)</li> <li>- WHIMS! trained</li> <li>- Major: Biology. Minor: Statistics</li> </ul>	
<b>*Professional *Reliable      *Works well under Pressure</b>	

### Use your business or calling cards:

As your “Value Proposition” for networking, introductory calls, interviews	For networking purposes to explain your goal and qualifications	To encourage people to give you job leads	To summarize your skills for your references	To provide to businesses you spot in passing that could use your skills	For you to review before interviews
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## APPENDIX E: 30 SECOND ELEVATOR PITCH: NETS

Create your elevator pitch script using the acronym NETS: Name, Education, Target job, Skills.

<b>N</b> <b>AME</b>	State your name
<b>E</b> <b>UCATION</b>	Share your relevant education
<b>T</b> <b>ARGET JOB</b>	Let them know the target jobs you are looking for
<b>S</b> <b>KILLS</b>	Demonstrate at least two skills that match your target job

<b>EXAMPLE</b>	<b>Remember: Name, Education, Target job, Skills</b>
	<b>N</b> Hi! My name is _____.
	<b>E</b> I am a third year Economics major with a minor in Management. My studies have given me a strong grasp of both the Canadian and international financial markets and the intricate relationship between the two.
	<b>T</b> My goal is to become a certified financial planner, though I am open to opportunities within the financial industry. I am looking for an entry-level position, possibly as a client service representative to kick-start my career.
	<b>S</b> I am a strong communicator who always goes out of my way for my clients in my current role as a customer service representative. Coupling this with my knowledge of the sector means I ensure my clients are well taken care of and well informed as to their choices of products and services.

## Appendix F: Cold Call Flow Chart & Script

This chart will assist you in reaching out to professionals for informational interviews. You might conduct an informational interview to gain information about a profession and begin networking early in university. This is also a strategy to actively seek employment by talking to people in the field without explicitly asking for work.

- Be brief and considerate.
- Create a script or talking points before you call - practice them aloud if you're nervous
- Consider what you are going to say if you reach their voicemail.

### Introduce Yourself

If you reach a receptionist, begin with, "Hello, my name is \_\_. May I please speak with \_\_?"

### State Your Name & Qualifications

Once you reach the professional of interest, "Hi \_\_. My name is \_\_ and I am a kinesiology student at University of Manitoba passionate about working with older adults."

### Ask for an Informational Interview

"I found you on LinkedIn and was really inspired by your career. If you're available, I would love to meet you for coffee to ask you a few questions about your work."

### If Yes

Dress and act professionally at your meeting. Focus your questions on learning about the individual's career and workplace rather than explicitly asking for a job ([see these questions](#)). Ask broadly about possible jobs openings they know of in the field. Offer your resumé at the end of the interview and request that the individual keeps you in mind if any positions come up.

### If No

"I would like to send you my resume. Would you prefer it by email or in person?"

### Thank You

Within a week of your meeting, be sure to send a thank you email or call to show your appreciation for the time and advice of the professional.

### If No

"Thank you for your time. I am wondering, do you have any suggestions of someone in a similar position who might be willing to speak with me?"

### Follow Job Leads

### Appendix G: Job Search Journal

NOTES	
CONVERSATION DATE	
EMAIL / PHONE	
COMPANY	
TITLE	
NAME	

Set up your own job search spreadsheet or use this page to track your progress.

