

# VIDEO LINK

[https://nku.zoom.us/rec/play/4rKPc48L4BPP2I\\_S5AJwtM7T9C0\\_NpaT1qGA69sQ8Fgezve0ezpPnhvLvGIW\\_aTdV57ej7kC6MDBDQQJ.nXLu-TEDz9\\_BOKsS?startTime=1613521291000](https://nku.zoom.us/rec/play/4rKPc48L4BPP2I_S5AJwtM7T9C0_NpaT1qGA69sQ8Fgezve0ezpPnhvLvGIW_aTdV57ej7kC6MDBDQQJ.nXLu-TEDz9_BOKsS?startTime=1613521291000)

**[Click Here](#)**  
**[For Video](#)**

# **Rotary District 6980**

**“Career Opportunity Research: Exploring Options...”**

A Rotary Works Seminar Initiative

# **Some Background**

## **Three Core Resources...**

**Rotarian Job Board... openings**

**Rotarians Seek Jobs... searching**

**Rotary Works Coaches... seminars & 1 to 1**

**<http://rotarycentralflorida.org/resources/career-center/>**

# **Know People...**

# **This Situation?**

**Starting Out...** will  
be graduating  
within a year and  
want help.

**Unemployed...**  
and are in crisis.

**Underemployed...**  
and feel they are  
wasting time.

**Career  
Transitioning...**  
want to pivot and  
do something  
else.

# Some Background Seminar Series

- |  |                       |
|--|-----------------------|
| A. Career Fit Identification: Personality and Work Values... | February 2 (RECORDED) |
| B. Career Opportunity Research: Exploring Options...         | February 16           |
| C. Career Branding: Resumes, Cover Letters and Posts...      | March 2               |
| D. Career Discussions: Interview Success Skills...           | March 16              |
| E. Career Transitions: Pivoting in A Chaotic World...        | March 30              |

Tuesdays: 7:10 pm – (about an hour)

Registration: <http://rotarycentralflorida.org/resources/career-center/>

Alternative: [www.surveymonkey.com/r/ROTARYCAREER1](http://www.surveymonkey.com/r/ROTARYCAREER1)

Zoom Session: <https://nku.zoom.us/j/2934595253>

# **Let's Define Success For You...**

**At The End Of  
The Hour Or So...**

## **Include These?**

- a. Insight...** career successes and failures.
- b. Networking...** importance; how.
- c. Job Boards...** where; strategy.
- d. Research...** for the interview; targetting

**What Else – Success For You?**

# Seminar Series #1

## QUICK REVIEW

### Fit Identification: Personality and Work Values

**“SWING THE BAT... DON'T WAIT  
FOR THE PERFECT PITCH”**

**Geography Fit:** Personal Life?

**Career Fit:**

- 1) Industry?
- 2) Company?
- 3) Role?

**Criteria To Consider?**

- 1) Work Values
- 2) Work Personality
- 3) Primary Talents

**Free Evaluations:** [LINK](#)

- 1) Work Values Link
- 2) Work Personality
- 3) Primary Talents

[LINK](#)

A. Career Matching

**1) Hiring Viewpoint:** Strategically, Companies Often View Culture Fit More Important Than Experience.

**2) Critical Skills:**

- Resilience: “Move On”
- Teamwork: “Collaborative”

**3) Be Proactive vs. Reactive**

- Your Strengths & Weaknesses
- Industry, Company, Role: Opportunities & Threats
- Leverage Strengths & Opportunities!
- Versus Focus On Weaknesses & Threats

**4) How We're Wired - Experiences**

- Primary: Avoid Bad
- Secondary: Seek Good

## Seminar Series #2

# “Career Opportunity Research...”

## Exploring Options...”



**Common Mistake:** reactive; not being aggressive in utilizing the internet and leveraging your network.



**Process:** reviewing a variety of robust internet sites you can use; develop skills for improved networking.



**Result:** insight, capabilities, and a personalized action plan to find opportunities to pursue.



# Social Networking - Online...

**Phase 1: CREATE PROFILE - DETAILED...** A. Facebook B. LinkedIn C. Twitter

**ABOUT YOU:** Picture; Education; Experience; Likes/Dislikes; Contacts; "About You Bio"

**Phase 2: DO UPDATES:** Get Message Out!

**Phase 3: SHARE NEW INSIGHTS:** Book Review; Something In The News; Prediction

**Phase 4: JOIN GROUPS:** Industry; Alumni

## Strategies:

- 1) Visibility...
- 2) Ask Questions...
- 3) Answer Questions...
- 4) Participate In Conversations...
- 5) Offer – Not Just Ask...

# PERSONAL NETWORKING

## Strategy Of Connections: Informational Discussions

### What:

Making Connections...

Building Relationships...

Making Friends...

### Who:

Conversations With Everybody You Know...

Creating Conversations With People They Know...

### How:

Calling To See How You Are Doing? Anything I can Do To Help? I'm Exploring \_\_\_\_\_. Can You Give Me The Names of 2-3 People I Can Call And Ask For An Informational Discussion About Their Industry?

Calling Because We Share A Friend In Common: \_\_\_\_\_ They Told Me About You And Shared \_\_\_\_\_. You Sound Like Somebody I'd Like To Get To Know. Can I Buy You Breakfast? Learn More About Your Industry... Your Career... Your Company.

# Personalized Networking...

## Goal: Informational Discussion

### Ideal Journey:

#### 1) ASK QUESTIONS

About THEM: Your Career Journey; Choices Along The Way; Lessons Learned  
About THEIR Industry: Trends; Challenges; Predictions  
About THEIR Company: Similarities – Differences Vs. Competition  
About Specific Roles Of Interest: Skills Fit? Personality Fit?

#### 2) FOLLOW UP – THEIR ANSWERS

Appreciate.  
Share Why Helpful – Implication To You – Why You Can Relate Personally  
Ask Another Question!

#### 3) ASK FOR SUGGESTIONS

“If I Was Your Nephew/Niece – What Would You Recommend?”

#### 4) ASK FOR TWO PEOPLE – THEY KNOW – YOU CAN CALL

Appreciate.  
Describe Them? How Know? Their Career?  
Any Message You Should Share?

#### 5) Send Thank You

Personal – Value You Gained - Handwritten

**Summary: The More They Talk – The More They Trust You – Like You – Will Support You**

# Career Research

## Observations? Experiences

### Why Important? How Use?

1

2

3

4

5

### Tools You Can Use?

1. Google

2. Yahoo/Finance

3. LinkedIn

4.

5

# The Basics...

## With Websites, It's A Probability Game

- 1) Don't Get Discouraged!
- 2) You Never Know. Respond!
- 3) Not Qualified? So What?
- 4) Goal? Get An Interview?
- 5) Apply Multiple Same One? YES!
- 6) Rule Of Thumb? 1 Interview/ 50 Applications

**Note: More In Session #3; Resumes, Letters, etc.**

	Mobile	Free browsing	Apply on-site	Post resume	Targeted search	National search
CareerBuilder	✓	✓	✓	✓	✓	✓
CollegeRecruiter	✓	✓				✓
Craigslist	✓	✓		✓	✓	✓
Glassdoor	✓	✓	✓	✓	✓	✓
Idealist	✓	✓			✓	✓
Indeed	✓	✓	✓	✓	✓	✓
Job.com	✓	✓		✓	✓	✓
LinkedIn	✓	✓	✓	✓		✓
LinkUp	✓	✓			✓	✓
Monster	✓	✓	✓	✓	✓	✓
SimplyHired	✓	✓		✓	✓	✓
Snag	✓	✓	✓		✓	✓
Ladders	✓	✓			✓	✓
USAJobs	✓	✓	✓	✓	✓	✓
ZipRecruiter	✓	✓	✓	✓	✓	✓

# A Few Specialty Sites Too...

Flexjobs	<a href="#">LINK</a> (work @home)	Execunet	<a href="#">LINK</a> (sr. level)
Robert Half	<a href="#">LINK</a> (executive)	GoogleForJobs	<a href="#">LINK</a> (general)
Angellist	<a href="#">LINK</a> (start up)	Dice	<a href="#">LINK</a> (tech & IT)
Efinancial	<a href="#">LINK</a> (finance)	US Jobs	<a href="#">LINK</a> (government)
College Recruiter	<a href="#">LINK</a> (entry)	Idealist	<a href="#">LINK</a> (non-profit)
MediaBistro	<a href="#">LINK</a> (Adv.; PR; Journalism)	DiversityJobs	<a href="#">LINK</a> (diversity)

# My Favorite Site – “EDGAR” Company & Industry Research

## LINK

- 1) Objective: Insight a) Business, b) Risks, c) Performance
- 2) Strategy: a) Company, b) Competitors, c) Suppliers
- 3) Type Data: 10-K
- 4) Result: a) Fit?, b) Target Message, c) Question Prep.

EXAMPLE: APPLE?

EXAMPLE: NETFLIX?

# My Second Favorite Site – “CEO EXPRESS” Company & Industry Research

## LINK

- 1) Objective: Insight a) Industries, Companies, And More
- 2) What This Is: Essentially, A Personal Librarian – Best Sources By Topic
- 3) My Primary Tabs: News, Industries, Search
- 4) Result: a) Fit?, b) Target Message, c) Question Prep.

EXAMPLE: APPLE?

EXAMPLE: NETFLIX?



# My Third Favorite Site – “IBISWorld” Company & Industry Research

## LINK

- 1) Objective: Quick Industry Summaries
- 2) My Primary Tab: Industry Reports
- 3) Result: a) Fit?, b) Quick Facts, c) Latest News

EXAMPLE: \_\_\_\_\_

# My Fourth Favorite Site – “BizStats” Industry Financials

## LINK

- 1) Objective: Especially, Small Business & Entrepreneurial
- 2) My Primary Tab: Corporation Benchmarks
- 3) Result: Trends

EXAMPLE INDUSTRY: \_\_\_\_\_

# My Fifth Favorite Site – “US Bureau Labor” Company & Industry Research

## LINK

- 1) Objective: Quick Industry Data
- 2) My Primary Tab: Industries At A Glance
- 3) Result: Trends

EXAMPLE: \_\_\_\_\_

# **My Sixth Favorite Site – “Careeronestop” Skills: Careers To Consider**

## LINK

- 1) Objective: Insight – My Skills – Career Options – Wages – Education Needed - Outlook
- 2) My Primary Tab: Brainstorm – Where Else Might I Fit?
- 3) Result: Insights

EXAMPLE: \_\_\_\_\_

**NOTE: Lots Of Other Tools – Too! From US Dept. Of Labor**

# Summary

1) Proactive... not reactive; start your homework:

- a) Industry Fit?
- b) Company Fit?
- c) Responsibility Fit?

2) Two Approaches:

Shot Gun... Wide Through Job Boards  
Rifle – With Laser... Target Companies



# Next In The Seminar Series

## Hope You Can Make It

### #3: Career Branding: Resumes, Cover Letters and Posts...

**When: March 2; 7:10 PM**

- Ideally, Us Know You're Coming: [www.surveymonkey.com/r/ROTARYCAREER1](http://www.surveymonkey.com/r/ROTARYCAREER1)
- JOIN THE SESSION: <https://nku.zoom.us/j/2934595253>
- [dharrisoncmo@gmail.com](mailto:dharrisoncmo@gmail.com)

Video Recording – Session #1

### #1. Career Fit Identification: Personality and Work Values...

**Link:** [https://nku.zoom.us/rec/share/UPpqzosj2kL3L83CO9TdfuLP22xMnVKIWD0xdyqi1R\\_3-S2T7Y\\_JJONKojFxIAI2.0tgoj1-ZZd-SFszB](https://nku.zoom.us/rec/share/UPpqzosj2kL3L83CO9TdfuLP22xMnVKIWD0xdyqi1R_3-S2T7Y_JJONKojFxIAI2.0tgoj1-ZZd-SFszB)

# **Were We Successful For You... With This Session Today?**

**Achieved These?**

dharrisoncmo@gmail.com



# Were We Successful For You?

## Include These?

- a. **Insight...** career successes and failures.
- b. **Networking...** importance; how.
- c. **Job Boards...** where; strategy.
- d. **Research...** for the interview; targetting

## What Else – Success For You?

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