



# Researching Every Opportunity

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Since you spend a third of your life on the job, you might as well find a job you would like to do and a company for which you would like to work. To find a job that is right for you, it is crucial to do thorough research. Here are some ideas for you to think about during the process:

## *Creative job search involves*

- ★ Researching jobs and employers
- ★ Working out a strategy of how you will get and use your contacts
- ★ Networking to find people
- ★ Getting these people to advise and help you and to meet you to see that you are really serious

## *Ask yourself:*

- ★ What types of jobs do people do that interest you?
- ★ What does the job actually involve?
- ★ What sort of career structure is in place?
- ★ Are there any professional organizations you could contact?
- ★ What about qualifications and training?
- ★ Who are the potential employers?
- ★ What are their specialities?
- ★ Which ones are you going to target?
- ★ Who are you going to contact there?

## *Get contacts within the industry*

Talk about your job search to as many people as possible. Everyone you know (excluding your current work colleagues and employer) should know you are looking for a job.

- ★ Many jobs are not advertised. If you wait for jobs to appear in the newspaper you will miss a lot of opportunities
- ★ Make yourself known to potential employers by networking
- ★ Build a network of contacts, making use of everyone you know (family, friends, neighbours)
- ★ Seek extra contacts through trade directors, career expos, employer presentations

## *How to make use of your contacts*

Ask for help. You will discover that most people respond positively and like to be helpful.

- ★ First of all keep a record of what you are doing
- ★ Decide what you want to achieve from each of your contacts
- ★ Make a good impression and jump at any opportunities
- ★ Write and thank those people who have given their time. Write something like “thanks for giving me some of your time the other day. It was great for me to get your point of view. I looked up the companies you suggested and I am sending out my resume tomorrow.”

Most people spend about a third of their lives at work. So...it's important to find a job that keeps you happy and fulfilled, and meets any other needs you consider important.