

Job Search Post COVID 19



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Post-COVID-19 Job Search: What's Changing?

Social Media is More Important Than Ever

- 84% of recruiters are currently adapting their hiring processes to facilitate remote exchanges. Of them, 58% are now using social media networks like LinkedIn, Facebook, and even Instagram to connect with potential hires, while nearly half are increasing the number of postings that they make on these services to advertise open positions.
- THE WAY MOST PEOPLE LOOK FOR WORK TODAY
- Internet – Indeed, glassdoor, Salary.com
- Employer Website
- Employer locations
- LinkedIn
- Networking groups
- *Many traditional means of looking for work are not longer effective, such as cold calling and informational interviews*

Post-COVID-19 Job Search: What's Changing?

Videoconferencing Is Here to Stay...

Recruiters are relying on videoconferencing solutions to screen and interview candidates. 8 out of 10 recruiters make videoconferencing a key part of the hiring process.

Digital communication tools such as artificial intelligent job outreach programs and text messaging are also increasingly being implemented as a means of connecting with candidates. Interesting though, 55% of recruiters are also falling back on phone calls to screen potential hires



Post-COVID-19 Job Search: 4 LinkedIn Recommendations

Four Things you should do to your LinkedIn Account to keep your personal brand fresh and relevant

1. Post updates regularly
2. Upload videos to your updates and profile
3. Update the content in your profile regularly
4. Stay active with LinkedIn groups

What employers want?

- Communication skills
- Honesty/integrity
- Interpersonal skills
- Motivation/initiative
- Strong work ethic
- Teamwork skills
- Self confidence
- Computer skills
- Analytical skills
- Flexibility/adaptability
- Detail-oriented
- Organizational skills
- Leadership
- Technical skills

Designing effective job search strategy

1. Identify the job/work you're looking for
 - First choice – This what I really want to do, and I have the skills and experience to qualify.
 - Second choice – I know how to do this work. I have transferable skills that are applicable
 - Third choice – If all else fails, this is what I know I can fall back on in the meantime.
2. Review and evaluate skills/experience/education as they pertain to your work experience
 - Write those skills down
 - Classify them in order of knowledge and expertise
 - Look at job descriptions that interest you. Identify common areas (what you know and what the job is requires). Align resume to match as much as possible to job descriptions
3. Do your homework – research employers, learn as much as possible about them. Research labor market data for forecast data and trends in your career

Why Networking?

Networking is a great way to gain valuable insight into careers
Many jobs lie in the hidden job market. When you meet people never walk away empty handed.

NETWORKING STRATEGIES

- Don't just wait to bump into people. Initiate contacts for the sole purpose of networking,
- Develop networking list. Make contact with each person on your list. Add names of people you meet or are referred to by your contacts.
- Set networking goals. Write down specific goals for how many networking contacts you plan to make each week. Regularly check your progress.
- Meet in person whenever possible.
- Offer your resume
- Ask can they refer you to some else
- Plan your follow-up. Maintain a "follow-up calendar"
- Send thank your cards

Video Conferencing and Interviewing

What matters...”People often are not aware of how poorly they come across in a virtual interview”

We tend to look at one’s face, however the camera isn’t on the screen, it’s usually above it, and sometimes even below it.

Recommendation – To assure maintaining eye contact, place small sticky notes with the topics you want to address in your interview right on top of the webcam.

Video Conferencing and Interviewing

In this era of COVID, and virtual interviews, not only will you need to prepare for the traditional interview questions and know what questions you should ask., but you will need to position yourself as someone who can help the employer solve some of the problems associated with the pandemic.

Video Conferencing and Interviewing

Types of “COVID” Related Questions that you might be asked...

- Have you ever worked remotely? If so, what changes did you make to adapt to an at-home work environment?
- What aspects about working from home did you enjoy, and which did you find most challenging?
- When working remotely, how do you organize your day?
- What ways would you communicate with your manager and co-workers in a remote setting?
- How have you handled the stress of COVID?
- What would you personally do to maintain safety in the workplace?

Video Conferencing and Interviewing

Understanding “workplace disruption”

- Working remotely
- Impacted hiring and onboarding procedures
- Consumer buying habits have changed
- Regulatory changes – HIPAA changes and their effect on healthcare delivery
- Supply chain disruption

Job seekers will need to research how each company and industry is being impacted and disrupted.

How to get ready for a virtual job interview...

Use a laptop or computer

Although Zoom has a mobile app, it's better to use it on a desktop computer or laptop. Having your computer on a table creates a more stationary view of yourself while holding your phone in your hand could cause camera shake, which could be a distraction. Your computer camera also gives the interviewer a better view of yourself and tends to come in clearer.

How to get ready for a virtual job interview...

Update your computer

- Get the newest edition of Zoom prior to your meeting. Likewise, also do a full system update on your computer well in advance. If you were to accidentally click on the install update notification during your interview, this could cause your computer to restart mid-interview. By doing these updates a few hours before the interview, you can ensure your device is at its best.

How to get ready for a virtual job interview...

Charge your laptop

If your interview space doesn't have an outlet, make sure to fully charge your laptop before your interview. Ideally, you should choose a spot where you can leave your laptop plugged in during the entirety of your interview. This way, your device can last throughout a lengthy conversation.



Reliable Internet Connection



- Prior to your Zoom interview, make sure you have a strong internet connection. Test out your connection where you plan to sit during your interview. If you can stream video or Zoom with other people, then you are likely to have a solid connection during your interview.

Reliable Internet Connection

- Ideally, have a wired Ethernet connection from your computer to your router instead of using Wi-Fi.
- If you use Wi-Fi, sit in a place where your Wi-Fi connection is strong.
- Minimize other activity (ask housemates not to stream videos at the same time that you're online interviewing).

Pick a quiet space

- Choose an area that is quiet and free of distractions. This way your interviewer can direct their full attention to what you have to say. A room where you can shut the door is an ideal space to interview. Limit other noises by closing windows and turning off your music or the television.

Find a brightly lit room

- Your interviewer needs to be able to see your body language and facial expressions during your Zoom interview.
- Choose a room with good lighting, so they can easily see you. Setting your interview space facing a window that lets in a lot of natural lighting is a great way to make yourself more visible.
- Setting up with a window behind you can cast shadows on your face and make you appear to look like a silhouette. Work on the lighting prior to the interview.

For best lighting

- The lighter, the better. Computer webcams are generally not very light sensitive, so they perform better with plenty of light.
- Avoid sitting where there is very little light on your face. Try to face the lightest part of the room, so that the light falls on your face. A bright window behind you can make your face very shadowed.

For best lighting

Put a diffuse light in front of you that is directed at your face – a lamp with a shade for example. A curtained window works too if it's in front. If you only have a light from above your head, it may put your face in shadow. Too much bright, direct light on your face will cause a “hot spot” of brightness, especially if the rest of your room is dark. Your webcam will do the best exposure if there is not too much difference between the light and dark parts of the image.

Choose a professional background

- When setting up your computer, choose an area that is tidy and free of clutter. Make sure your background is sparse rather than busy and only has professional-looking items in the background.
- Setting up in front of a blank wall or a few tasteful decorations shows that you are organized and pay attention to detail.

For best audio

- Use a headset or earbuds with a mic, if possible. A microphone that is close to your mouth will sound better than the built-in mic in your laptop.
- If you only have earbuds(with no microphones), please use them. This will help reduce the chance of echoes coming into the audio from other attendees.
- Mute your microphone when not speaking – especially if you are not using a headset or earbud-microphone. This will minimize echoes from all participants.



Communicate with your household

If you live with other people, let them know when and where you are interviewing. Right before your interview starts, remind them to give you space and keep a quiet volume until you are done. It is best that those you live with remain in a separate room than you, so you can stay focused.

Developing an effective job search strategy



Enhance your interview presence

Packaging – You control these key components;

- Your interview attire
- Your resume
- Your interview responses

Communication has 3 components;

- body language
- voice tonality
- words you use
- Confidence is key to your job search success!

Developing an effective job search strategy

Preparing for an Interview

- Review the job description and identify what are the employer wants and needs.
- Identify skills, experiences, and knowledge that match with job description.
- Focus on what you can do, not what you've done.
- Make sure your skills and abilities match-up with job description
- Practice your interview responses



Job Search Post COVID-19

Scannable Resume

Update electronic version of resume

Familiarize yourself with employer's electronic application process

Professional email address

Professional voice mail recording

Technology that is capable to access Skype, ZOOM

Reliable internet access

Virtual Interviews



APPROACH AS ANY OTHER
INTERVIEW – TAKE SERIOUSLY



DRESS FOR SUCCESS



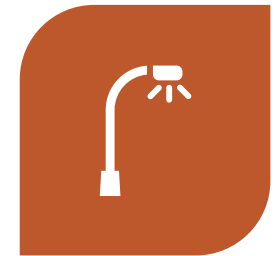
BE PREPARED TO PROVIDE
ELECTRONIC VERSIONS OF YOUR
RESUME, CERTIFICATES, AND
OTHER IMPORTANT DOCUMENTS



ELIMINATE DISTRACTIONS



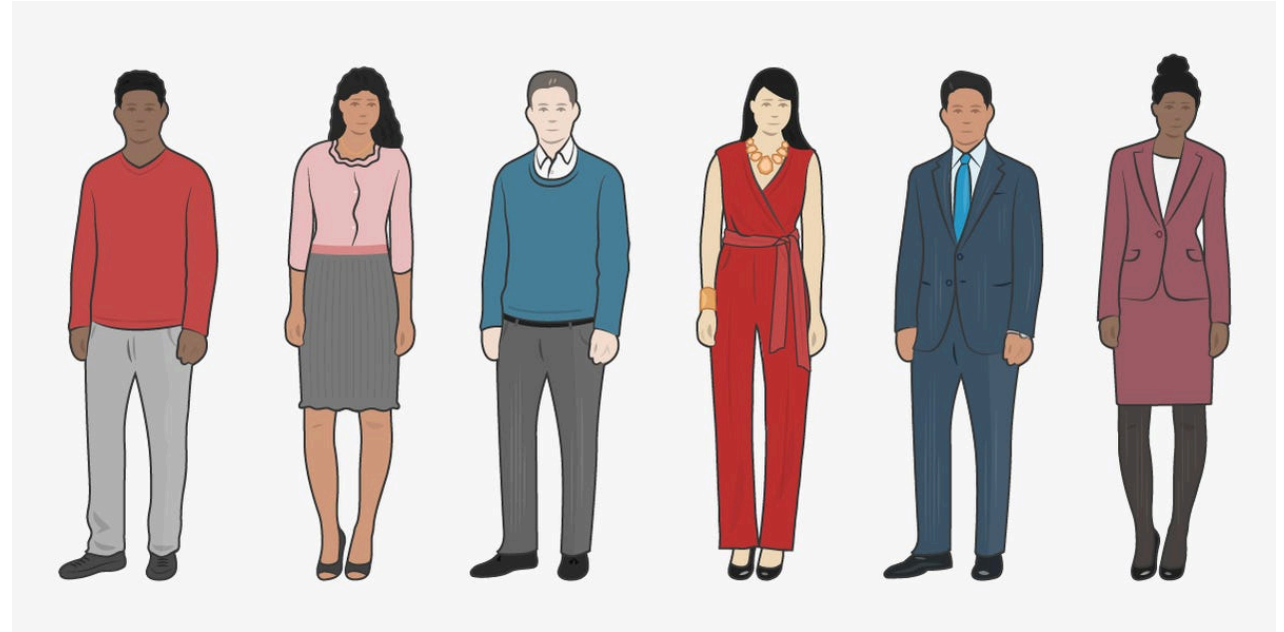
CREATE A CLEAN, ORGANIZED
WORK AREA TO SET-UP FOR
INTERVIEW



FACTOR IN CAMERA FRAMING,
LIGHTING, BACKGROUND, AND
PROXIMITY TO DISTRACTIONS.

Dress from head to toe...

- Dress exactly how you would during an in-person interview. This means you should wear your nicest business attire. Things like dress pants, blazers, formal shirts, formal dresses and modest skirts can all be great options. And by all means wear dress shoes. Even if the interviewer cannot see your legs, still wear nice shoes to feel fully prepared and professional.
- Single colored shirts and tops are better than a busy pattern. Avoid white shirts. Choose a color that makes you stand out against your background.



Making a Positive First Impression

Employers must feel comfortable with you before they warm-up to you. It's all about that first impression.

YOU CONTROL THAT.

The first 10 seconds, the first 10 words spoken by you creates the foundation of your first impression and the interview atmosphere for the employer .

Job Search – Post COVID -19

Don'ts

Don't get too comfortable – don't slouch

Don't eat or drink while interviewing

Don't fidget – Don't move around

Don't try to be funny (especially with COVID-19 humor)

Do's



Maintain eye
contact



Sound energetic



Be brief, precise and
to the point when
answering questions



Have your e-mail
account open on
your computer



Have the job
description in front
of you



Send thank you
email



Follow-up

Developing an effective job search strategy

GOOD CLOSING QUESTIONS

Have prepared two or three questions you would like to ask the employer;

- ❖ What are the qualities you're looking for in a candidate?
- ❖ What's the next steps in the process?
- ❖ When will you be deciding on this position?
- ❖ When will I hear from you?

Developing an effective job search strategy

FOLLOW-UP/POST INTERVIEW

Write a thank you card immediately after the interview, while you're still fresh in the employer's mind

Don't mail! E-mail it or drop it off...

A simple thank you card that expresses how appreciative you are for the opportunity to interview, how excited you're about the possibility of joining their team, and how much you're looking forward to hearing from them.

Address it to the individual(s) that interviewed you.

Developing an effective job search strategy

LOOKING FOR WORK IS WORK – TAKING A BREAK IS HEALTHY...

Get your mind off the stress of job search.

- Get active. Run, walk, bike, dance, work out.
- Have a play-day. Go out and do something you like to do.
- Do something selfless.
- Look good to feel good. Get a haircut, manicure, buy a new article of clothing.

But more importantly get excited and enthusiastic about your job search game plan! Taking a break will give you the jump-start you need.

Developing an effective job search strategy post COVID - summary

Remember, looking for work is work. One has to put in the time, effort and dedication towards the goal of landing a job.

Get up to speed on virtual interviews. Make sure everything is set prior to the interview

Seek the advice, input and support of others. Understand landing a job is a life altering event.

Network, network, network. It's not what you know, it's who you know. Talk to people!

Plan, prepare, practice. Lay out your game plan and commit to it.

Learn from your mistakes, and never give-up! Hard work pays off! Do your very best!

Q & A

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