

Tenth Edition

# YOUR CAREER

## How to Make it Happen

Lisa M. D. Owens | Crystal Kadakia | Lauri Harwood





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## How to Make It Happen

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**Your Career: How to Make It Happen, Tenth Edition**

**Lisa M.D. Owens, Crystal Kadakia,  
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# Preface

Among the good things in life, a good job doing work you enjoy and building a fulfilling career is one of the best. The single purpose of this book is to help you achieve this goal. You'll find practical, useful, and realistic advice to help you get interviews and job offers and become a valued employee.

Your own career is a journey, and each journey begins with one step out of the front door and into the world. You've likely taken many steps out of that figurative door. Now it's time to map out your journey of many steps so that you can reach a destination of your choice. This textbook can help you choose your next destination—where you can contribute your talents while continuing to strengthen your skills for the next part of your journey. Think of the *Job Search Journey* as one leg of the longer *Career Journey*. You may go on multiple Job Search Journeys throughout your Career Journey.

A successful career no longer needs to be with a single company. However, a successful career is more than a string of jobs. A successful career is one in which each successive job builds strengths and skills to give you greater opportunities to contribute to the world, your community, the company you work for, your family, and yourself.

You are responsible to lead and direct your Career Journey, but many others will provide essential support. Although you will use the Internet to help you find jobs, your most powerful tools are the people you know, the people who know you and your career goals, and the people who are in your Career Network. Start now to build the network of people who will be beside you on your Job Search Journey, the next leg of your Career Journey.

## ORGANIZATION OF THE TEXT

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As with any journey, it happens one step at a time, and it goes more smoothly if some planning is done before the journey begins. This textbook lays out the *Job Search Journey* in five phases, with two or three steps for each phase. As you review the table of contents, you will see that each phase is a part, and each step correlates to a chapter in the textbook. The map on page xiii shows the steps and the ultimate destination: the beginning to a successful career.

All along the way, this text provides help during each phase and at each step, in the form of side bars. Each phase starts with advice from two real people. One of these is a career expert and the other is a person who recently went through his or her own Job Search Journey. In addition, each chapter contains:

- motivational statements,
- encouragement to form good work habits,
- a cautionary note,

- typical scenarios that people face,
- guides for how to form and use a career network,
- how to harness social media during the job search,
- advice about your job search online, and
- activities and templates to help ensure a successful journey.

**PHASE 1: Prepare for the Journey.** This phase is all about getting ready for the journey ahead—both physically and mentally. It’s like mapping out a trip. **Chapter 1, *The Job Search Journey***, introduces the concept of a Job Search Journey as a way to more easily achieve a successful career. It encourages physically preparing systems to file and store the materials needed for this journey, such as educational and work records, samples for a portfolio, information about job openings, and contact information for people who are part of an individual’s Career Network. **Chapter 2, *Know Yourself to Market Yourself***, is about how to market an individual’s skills and talents. It leads you, the readers, through a self-analysis of what you have to offer an employer and how to describe it in a way that makes you a desirable employee for the right jobs. **Chapter 3, *Picture Yourself in the Workplace***, explores different work environments to guide you to look for destination jobs that are more suited to your personality and lifestyle, and explores how to tap into in-demand industries and occupations for a broader array of job openings.

**PHASE 2: Create Your Resume.** This phase is like packing a suitcase with the essentials for the trip. It focuses on the resume as a primary tool for introductions to potential employers. When the resume is successfully honed, it is the foundation for job applications, interviews, and communicating the readers’ personal brand and character. **Chapter 4, *Plan Your Resume***, starts by describing how the resume can be used effectively with Warm Introductions—that is, with your Career Network contacts—or with Cold Leads. It goes on to describe what goes into a resume and helps you gather the necessary information. **Chapter 5, *Write Your Resume***, gives very practical and up-to-date advice on how to write a resume, including what types of words to select (action verbs, keywords, etc.), editing tips, and formatting advice. Together, these chapters help you craft a powerful resume that shares your unique personality and gets employers’ attention.

**PHASE 3: Apply for Jobs.** This phase moves outside the classroom and outside of your head and into the world of work. It’s the equivalent of putting money down for travel tickets and packages. **Chapter 6, *Find Job Openings***, describes how to build a Career Network and use it and other sources to find job openings that are a good career fit. **Chapter 7, *Write Job Applications***,

gives detailed advice and tips for filling out applications, both online and on paper, so that the application is accepted into employers' recruiting systems, plus tips on cover letters such as when to use them and how to write them. The goal of this phase is to apply for jobs in a way that will lead to interviews.

**PHASE 4: Shine at Interviews.** With the ultimate destination farther ahead, it's time to explore some places of interest along the way. This phase focuses on the all-important interviews, and stresses the importance of practice and preparation. **Chapter 8, *Know the Interview Essentials***, gives insight into the employer and recruiter expectations around interviewees' attitude, dress, body language, conversation, and etiquette. With the ground rules established, this chapter goes on to describe actions that attract interviews and methods for keeping the *Job Search Journey* energized in between these exciting and stressful interviews. **Chapter 9, *Prepare for Your Interview***, describes the many types of interviews and interview questions, with up-to-date tips on how to succeed all along the way. **Chapter 10, *Interview Like a Pro***, focuses on the next level of preparation—building confidence through practice, doing homework before each interview, getting physically prepared to climb the summit, and closing the interview on a high note.

**PHASE 5: Connect, Accept, and Succeed.** Now the destination is in sight. This is not the time to lose energy; rather, it is a time to stay connected and energized until the end goal is reached. Then it's time to enjoy the destination ... until it is time for the next journey on a fulfilling lifetime career. **Chapter 11, *Stay Connected with Potential Employers***, describes how to follow up after interviews to help snag a job offer. Then it describes how to evaluate job offers and respond professionally—either yes or no thank you—to each offer. **Chapter 12, *Dealing with Disappointment***, helps deal with the realities of rejection and long waits between interviews and offers. **Chapter 13, *Take Charge of Your Career***, provides up-to-date advice on what to do during the first hours, days, weeks, and months at this new career destination. It wraps up with advice on how to stay for the long term or identify signs that it is time to choose a new destination to further enhance the Career Journey.

**APPENDIX: *Your Career: Making It Happen*.** These pages pull together the most critical tools and reminders for each phase of the job search journey. Encourage students to tear out these pages and keep them on hand as a quick reference guide whenever they embark on a job search journey during their careers.

## NEW TO THIS EDITION

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This tenth edition has been significantly updated to reflect the changes in the marketplace, the increasing use of web-based tools in the recruiting process, and the recognition that many jobs are filled without ever getting posted publicly.

Beyond the general update and change in tone, overall, there are five highly notable changes, described next. This edition integrates technology and online tools into each chapter, provides practical steps for networking, simplifies planning for success, addresses modern use of cover letters, updates stories and profiles, includes more diversity of students, and covers a broader range of careers.

**Technology** is rapidly changing the basics of how to find, and get, a job. The authors' research reflected in *Your Career, 10e* helps you stay in the know by introducing up-to-date practices and resource links for help as the career industry continues to evolve.

**Online tools** are no longer relegated to an appendix that can interrupt the flow of your lesson plan. Instead, this edition takes the online elements—concepts, resources, how-to instructions—and introduces them in context throughout the job search process. This is reflected in the instructor notes so you can guide students in today's online job search practices. Online elements range from video interviews to using online job boards to social media networking and more.

**Real-life stories** help students learn more deeply. To supplement your own stories and experiences, this edition adds real-life stories within each major phase of the job search. These are purposefully written in a way that can help each of your students see themselves as a person who can successfully craft their career as they seek a job.

**Networking** is one of the best ways to find and get top jobs. Yet myths about how to network abound. The authors have partnered with networking experts to bring to you and your students those techniques that are proven to develop a network that serves during the current job search, and for subsequent success on the job. Don't be surprised to learn a few tips yourselves; the authors learned a great deal from this partnership that we put to good use on a daily basis. For those who claim shyness and introversion as barriers to networking, this book is ideal, as it teaches techniques to turn networking from the uncomfortable "talk and take" mentality to a "teach and give" mentality that introverts can successfully embrace.

**A wider range of career types** were intentionally incorporated into the edition, providing a good balance of advice to succeed in today's broadening industries. This book offers insights that work across such industries as the construction industry, medical careers, accounting, small business, Fortune 500 jobs, automotive industry, software and computer technology, and the creative arts. Your class may focus predominantly on one industry

or might cover a range of industries. Either way, this edition is more likely to minimize your need to supplement or translate the job search process so that it works for your unique group of students.

**Updated personal profiles** are featured at the start of each of the five sections of this edition. The profiles were chosen to reflect greater diversity so that more students can see someone more like themselves in at least one of the ten profiles. And while some profiles remain timeless, others were updated with stories and advice that is more upbeat, current, and relevant for your students.

**The Plan for Success** feature has been updated to include motivational quotes and to point students to helpful online planning templates.

**Use of cover letters** in today's digital world has changed dramatically. There is much less focus on these, and yet, in some situations, they are a crucial part of the job search process. In this edition, the topic of cover letters is folded into the chapter on writing resumes. This is consistent with the point in time that job seekers will be faced with the decision to add or exclude a cover letter as they apply online. Modern protocol is described to help readers make this decision, and focus the cover letter on just those elements that recruiters and potential employers want to spend time reading.

**Chapter 7, "Write Job Applications,"** now includes advice and instruction on cover letters. The tenth edition's Chapter 7 and 8, "Write Job Applications" and "Write Effective Tailored Cover Letters," has been combined into Chapter 7, reflecting the current trend to use cover letters sparingly.

## FOR THE READER: HOW TO USE THIS TEXT

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*Your Career: How to Make It Happen* is more than a text. It is a simulation or practice session for the real event: finding a job that meets your needs.

If you have nearly completed your degree program and graduation is around the corner, use the activities in this text to get you ready for the upcoming Job Search Journey. This text will walk you through every step of the way. Use the early chapters of self-assessment to better understand what elements in your field of study give you the most pleasure and to what kinds of jobs within your field you will most enjoy applying your skills. Use the middle chapters to get peer feedback to help you hone your resume and Personal Brand Statement.

If, on the other hand, you are a few years from graduation, use this text and course as a way to explore your field more broadly. Figure out what you need to add to your life experiences and your portfolio in the next few years to help you land a job that is a good career fit after graduation. Begin now to build your Career Network. You are lucky to be getting a head start on this. Consider practicing to use the Job Search Journey process by applying it as you search for a summer job or internship, or even a volunteer role that will add to your resume.

<p><b>PHASE 1: Prepare for the Journey</b></p> <ul style="list-style-type: none"> <li>• <i>The Job Search Journey</i></li> <li>• <i>Know Yourself to Market Yourself</i></li> <li>• <i>Picture Yourself in the Workplace</i></li> </ul>		
<p><b>PHASE 2: Create Your Resume</b></p> <ul style="list-style-type: none"> <li>• <i>Plan Your Resume</i></li> <li>• <i>Write Your Resume</i></li> </ul>		
<p><b>PHASE 3: Apply for Jobs</b></p> <ul style="list-style-type: none"> <li>• <i>Find Job Openings</i></li> <li>• <i>Write Job Applications</i></li> </ul>		
<p><b>PHASE 4: Shine at Interviews</b></p> <ul style="list-style-type: none"> <li>• <i>Know the Interview Essentials</i></li> <li>• <i>Prepare for Your Interview</i></li> <li>• <i>Interview Like a Pro</i></li> </ul>		
<p><b>PHASE 5: Connect, Accept, and Succeed</b></p> <ul style="list-style-type: none"> <li>• <i>Stay Connected with Potential Employers</i></li> <li>• <i>Dealing with Disappointment</i></li> <li>• <i>Take Charge of Your Career</i></li> </ul>		

To get the most out of this text, we suggest that you post the Job Search Journey map, described in detail in Chapter 1. Then follow these steps for each chapter to maximize your benefits from the text and class:

1. As you start each of the five parts, use the steps in *plan for Success* to set you up for success.
2. With each chapter, review the outcomes before you start. When you complete a chapter, confirm that you can accomplish these outcomes by answering the questions in the end of chapter section called *Chapter Checklist*. Each question has a number beside it that tells which outcome section contains the related information, should you want to review the material.
3. Complete the Career Action Worksheets. These give you a chance to practice and get feedback so that you become a pro. Some worksheets will require you to interact with people you do not know. Expect to feel a degree of discomfort. Be brave and get out there to meet new people and expand your Career Network.

4. Take personal notes as you read the features such as *Overcoming Barriers* and *Your Career Network*. These tips are gifts to you from the authors. Read the Real World Scenarios and strive to answer the questions at the end of each one.
5. Actively incorporate online activities into your Job Search Journey throughout each chapter with a special focus on *You, Online*. Search online and find your own resources to supplement concepts in the book.
6. Because the journey is often long, stay inspired. Find your favorite quotes throughout the book. Reread your favorite stories about real-life people and their personal advice to you at the start of each section of the book. Then check your Job Search Journey map to see how far you have come and to remind yourself of the final destination.
7. Tear out the guide provided in Appendix, *Your Career: Making It Happen*, and proactively use it as a quick reference tool throughout your Job Search Journey.

In addition, make sure to create your Career Builder Files to stay organized. The detailed instructions for creating your Career Builder Files will help you organize your many career-related documents and notes to create an extremely useful system. You will develop this system through an online portfolio tool, or as a paper system via a binder or portfolio. Through practical, hands-on application, the personal content of the Career Builder Files will motivate you to take on the challenge of the Job Search Journey now and for your entire career.

From your authors,

*“We wish you lifelong success in your Job Search Journey.”*



# KEY FEATURES

## Part Opener Content

### Plan for Success

Each of the five parts begins with a *Plan for Success* feature to help students plan specific completion dates for the steps they will accomplish in that part, with a reminder to take into account the other things going on in their busy lives.

**PART 1**

## Prepare for the Journey

**PART 1** Your job search is like a journey, and each journey begins with one step out the front door and into the world. Successful job searches tend to have five phases. The first phase, "Prepare for the Journey," begins with organizing for what's ahead, assessing yourself to market yourself more effectively, and visualizing yourself as a successful employee in the workplace.

CHAPTER 1	The Job Search Journey
CHAPTER 2	Know Yourself to Market Yourself
CHAPTER 3	Picture Yourself in the Workplace

### PLAN for Success

Success is more likely when you have a written plan. Use the online template *Plan for Success* to create your own written plan for successfully completing Part 1, Chapters 1-3.

*"All you need is the plan, the roadmap, and the courage to press on to your destination"*

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### ADVICE FROM THE EXPERT

With over 20 years of experience in coaching and developing others, Allen Zink has invaluable advice for those starting and growing on their career journey. "The most important aspect of finding a best fit career is to really, truly know yourself. Being honest with yourself regarding who you are, what drives you, and what your purpose is, are critical elements to truly being happy in a career." To understand your strengths and determine your career goals, Allen suggests, "take a little reflection time" and "think about a time when you were operating at your best and consider where you were, who you were working with, what you were doing, and how you were feeling." During that reflection time, define your strengths and goals based on discovering "the sweet spot of things you not only do well, but are passionate about."

Then connect these strengths with a company's need or role. Find a best fit company by considering if "the company's culture, values, and business proposition" align with your values. Also consider "growth opportunities and ways to further develop your skills and capabilities."

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Keep positive during the job search by "planning networking meetings with people you are very comfortable with each week to help balance out the more difficult and energy draining meetings with others." It's also important to "celebrate the wins and debrief the losses from an objective point of view." Lastly, stay energized during your job search by "mixing in some activities that you enjoy and finding other people who are currently looking for a new role. It will be comforting to know that your feelings and emotions are normal!"

### STORIES FROM THE JOB SEARCH

Edwin is passionate about his new role as a registered nurse (RN). Initially, he just wanted a job to pay the bills, but during his first job at a hospital as patient transporter, he discovered his passion: medicine and helping people. Over the course of several years, Edwin continued his education to gain better roles in medicine. Edwin wanted to be an RN. The barriers: money, time, and the fact that no one in his family had ever gone to college. Edwin's dad helped; he used his network. His chiropractor contact agreed to hire Edwin as a massage therapist if he would get certified. Edwin completed the one-year program in six months while continuing work as a patient transporter. When Edwin started the massage therapist job, he also enrolled in a nursing school. While on the new job, Edwin noticed some practices that felt unethical. He was asked to leave. He was happier at a different chiropractic office, until state licensing laws changed and caused his role to be eliminated. To pay nursing school bills, he took a job with a less respected organization; but at least it came with flexible hours and benefits. These jobs helped him hone a valuable skill: how to make vulnerable people feel comfortable.

The school of nursing was tough. This first cohort of 40 students quickly dwindled to 5. A new cohort of 15 was formed. To get through classes, clinicals, study, and exams, Edwin says these 15 people practically lived together. He achieved his degree! Next, he would have to take the Nursing Boards exam. Meanwhile, life had intervened. Edwin met the love of his life, got married, bought a house, and got a dog. Then one day, he got the phone call from his mother: something was wrong with his dad. Edwin rushed to his parents' house, and there his training kicked in. He got his dad to the emergency room and quickly realized from the EKG that his dad had a massive heart attack. Doctors confirmed it. Through months of hospitalization, Edwin stayed at his dad's side. The background noise and commotion of the hospital actually helped him study. He was immersed in the medical environment and meeting others with similar interests. He had thought he wanted a role in surgery, but a nurse in the Surgical Progressive Care Unit (SPCU) convinced him to switch his focus. "Come see me when you pass your Boards. I'd like you on my team," she said.

There was a two-year gap before Edwin passed his Nursing Boards. He wanted that SPCU job at the hospital where his dad was so well cared for. Edwin prepared his resume, applied online, and created a cover letter, which explained upfront why there was such a gap. When he walked into the interview, his interviewer was the recently promoted nurse who had said, "I want you on my team." He got the job.

When asked later what he saw as next in his career, Edwin said, "I'm a medical geek now. I've just discovered a YouTube about virtual reality to reduce opioid use. My study just got funded! My career has become my vocation." Edwin's advice to others: "Don't let situations stop you from achieving what you want. No matter how long it takes, go for that goal—that dream goal." He says, "My career has been a journey that continues. Each of us can make a difference if we follow our passions and interests."

### Advice from the Expert

In the five "Advice from the Expert" sections, get advice from real people, including a recruiting manager and career coach. These professionals discuss career management and real-world issues when moving forward on the Job Search Journey.

### Stories from the Job Search

Learn from five real people who have been recent job seekers. They include a new hire, a mid-career job seeker, and a recently graduated job seeker. These people share the job search issues that they experienced and solutions to common challenges that students can immediately relate to.

# Chapter Opener Content

## Learning Outcomes

At the beginning of each chapter, a list of learning outcomes provides a set of concise learning goals. Each learning outcome is addressed in a main chapter heading. Outcomes are also tied to the end-of-chapter worksheets, questions, and activities.

**CHAPTER 1 The Job Search Journey**

**OVERVIEW**  
Finding a job that is a good fit for your career is easier if you take it one step at a time. This chapter introduces you to the phases of the Job Search Journey, helps you get organized to succeed, and provides tips and advice for developing the right attitude for success.

**OUTCOMES**

- 1 Describe the phases of the Job Search Journey, page 5
- 2 Get organized by setting up Career Builder Files, page 6
- 3 Make a plan for developing and keeping a good attitude for success, page 11

**CAREER ACTION WORKSHEETS**

- 1-1: Your Job Search Journey, page 19
- 1-2: Organize and Start Your Career Builder Files, page 21
- 1-3: Proactive Success Action Plan, page 27

**WHERE ARE YOU ON THE JOURNEY?**

**PHASE 1: Prepare for the Journey**  
**The Job Search Journey**  
• Know Yourself to Market Yourself  
• Picture Yourself in the Workplace

**PHASE 2: Create Your Resume**  
• Plan Your Resume  
• Write Your Resume

**PHASE 3: Apply for Jobs**  
• Find Job Openings  
• Write Job Applications

**PHASE 4: Shine at Interviews**  
• Know the Interview Essentials  
• Prepare for Your Interview  
• Interview Like a Pro

**PHASE 5: Connect, Accept, and Succeed**  
• Stay Connected with Potential Employers  
• Dealing with Disappointment  
• Take Charge of Your Career

**PHASE 1 Prepare for the Journey**  
Step 1, *The Job Search Journey*  
You are in Phase 1, *Prepare for the Journey*, at Step 1, *The Job Search Journey*. Your goal in this chapter is to get an overview of the entire process and begin to get organized for your journey.

*You are your own boss while you look for a job. Hold yourself accountable and report to work every day.*

## Chapter Overview

## List of Career Action Worksheets

A list of the chapter's Career Action Worksheet titles provides a preview, serving both as pre-exposure to the topics and as an aid to help students plan the time they need for this course. Career Action Worksheets are linked to learning outcomes and are introduced within the chapter under the relevant headings.

## Motivational Statements

Brief motivational statements at the beginning of each chapter encourage readers to get started on the chapter. Additional motivational statements throughout the chapter encourage students to continue through the end of the chapter.

## The Job Search Journey

Upbeat language and achievable, concrete small steps help keep students in a positive frame of mind in the class and on the Job Search Journey. A colorful graphic repeated at the beginning of each chapter helps students recall the steps and track their progress as they work through the course.

## Chapter Interior Features

### FEATURE BOXES

#### MAKE IT A HABIT

##### Start with a Positive Attitude

Your Job Search Journey will be an exciting and challenging time. You will be managing new tasks on top of an already busy schedule, while at the same time feeling the thrill of taking power into your own hands for your future. Every day, make it a habit to reaffirm feelings of excitement and confidence as you move forward on this journey. Post your favorite affirmations in places where you will see them often. Here are a few affirmations to get you started:

- I have the power to succeed.
- I will create happiness and success.
- I can make my own choices and decisions.
- I can choose to make changes in every area of my life.
- I am satisfied that I have done my best.
- I have a plan for the future, and my plan is open to change.
- I will not give up on myself.

- I have the power to succeed. (End your pep talk by repeating the first sentence—it says it all.)

Don't be shy about starting your day with a pep talk. Add your own sentences and repeat them to yourself throughout the day. Forming this habit will help you during challenging times throughout life.

Keep it fun. Try a habit-forming mobile app or website, such as MindSet, Way of Life, Done, Strides, and Habitify. Search online for the latest mobile apps.



hling/Shutterstock.com

#### Make It a Habit

This feature spotlights winning behaviors and strategies for growing professionally.

#### Overcoming Barriers

This feature (formerly titled Caution!) alerts students about behaviors to avoid or how to plan in advance for good results.

Every chapter highlights important tips for using online tools and technology, including the Internet and social media, throughout the Job Search Journey. These tips go beyond the activities within the chapters that do such things as guide students to create a LinkedIn® profile, clean up their online social media so they present a professional face to potential employers, and assess the top-rated online tools for job searches.

#### OVERCOMING BARRIERS

##### Take Charge of Your Career Right Now

Many factors in your job search are not under your control, but one thing certainly is—the effort you make to stand out from the crowd every step of the way. To get an edge over other job seekers, (1) set personal goals for this class and for your job search, (2) believe in your drive and commitment to achieve your goals, and (3) use this class and textbook to succeed.

*Your Career: How to Make It Happen* is filled with practical, realistic advice and actions. When you read each chapter, think about how you can

apply the information and advice to your goals and situations. Complete the Career Action Worksheets and be sure to set up and maintain your Career Builder Files. Use the websites that support the textbook.

Set a goal today to use all the resources available to you and to take charge of your career!



meamoworkes/Shutterstock.com

#### Real World Scenario 1-1

Jamie is finishing her associate's degree and has a part-time job. As she starts to look for a full-time job, she realizes that her desk is very disorganized. She missed paying a bill for her apartment and finally found it buried under some important class notes she thought she'd lost. (The business cards she'd been looking for since the career fair two weeks ago were also in the pile of paper.) Keeping up with follow-up phone calls for her job search, juggling her class and work schedule, and taking care of her day-to-day needs is harder than she thought it would be. She knows she needs a system to stay on top of everything.

**What suggestions do you have for Jamie as she organizes her desk?**

#### Real-World Scenarios

Each chapter includes one or two real-world scenarios that give insights into how chapter concepts work in real-world situations and pose thoughtful questions that can be great for kicking off class or group discussions in order to personalize the learning.

### Your Career Network: Who's in Your Network?

Between 70% and 85% of jobs are identified through the job seeker's network. So this is a good time to take a look at your network. Networking specialist Lynne Waymon of Contacts Counts, LLC, says that we all have four networks:

- **Work Net:** people you currently work with. Consider who you know at a paid or volunteer job or from your school project teams and classes.
- **Org Net:** people you know who are part of bigger organizations that you belong to. Consider the company you work for, the school you attend, a religious organization, or sports team you are on. You already have one thing in common—your org—and that gives you a good start at a networking connection.
- **Industry Net:** People who are in your industry. If this list is short, join a professional or industry organization and start building your Industry Network! For example, those in the nursing profession can join the American Nurses Association. Try to get a LinkedIn connection.
- **Life Net:** Your friends and family. They may be friends on your favorite social media platform, or your neighbors, or your family members' friends.

Make a list of the people in your four networks. Career Action Worksheet 6-1 provides a template to help you create your networking lists. During your Job Search Journey, add to this list. Keep contact information current so that you can reach out to these people. Each step of your Job Search Journey can benefit by reaching out to one or more of these four networks.

Source: Make Your Contacts Count: Networking Know-How for Business and Career Success, 2<sup>nd</sup> edition, 2007, by Anne Barber and Lynne Waymon, publisher AMACOM, a division of American Management Association

## Your Career Network

**New to this edition:** Because networking is so critical to finding the right job as part of a career journey, a new feature on how to network is included. So many people talk about networking, but few know how to do it well. And many students feel uncomfortable when trying to network face-to-face with people they don't know. The new advice in these sections will help overcome these barriers, for students of all ages and experience levels.

## End-of-Chapter Content

16 | PART 1 Prepare for the Journey

### Chapter Checklist

Check off each item you can do. Reread sections in this chapter to help you complete the checklist.

- Name and explain the phase that best describes where I am today in my Job Search Journey. Name and describe the next job search phase. 1
- Plan and organize my job search by collecting and organizing my records and choosing a method to keep track of communications. 2
- Describe my plan for further developing and maintaining a good attitude during my Job Search Journey. 3
- Put my long-term and short-term goals in writing, with concrete steps to achieve each goal. 4
- Describe a few tips to help me manage my time even better during my Job Search Journey. 5
- Practice proactive skills that demonstrate a positive attitude and a focus on solving problems. 6

### Critical Thinking Questions

1. What is the value of knowing about the phases and steps for a job search? 1
2. Why is it important to organize your records for your job search? 2
3. How will your Career Builder Files help you succeed in your Job Search Journey? What tools will you use? How will you get started? 3
4. What effects do positive and negative thoughts, images, and self-talk have on performance? 4
5. How would you rate your ability to set goals, manage your time, and be proactive? Would you rate your skills as excellent, good, or needing improvement? What specific actions can you take to stay strong or improve these skills? 5

### Trial Run

Get Off to a Good Start 6

The beginning of your job search is a good time to evaluate some of the skills and attitudes that will help you have a successful journey. Read these statements and rate yourself using the following scale:

## Chapter Checklists

These checklists of questions help students confirm that they have achieved the major goals from each chapter's action steps. These checklists are keyed to the chapter outcomes. Students are encouraged to review a section if they struggle to answer a Chapter Checklist question.

## Critical Thinking Questions

Critical Thinking Questions encourage students to reflect on each chapter's learning outcomes, and how the students will use those outcomes in the Job Search Journey.

## Trial Run

Interactive and role-play activities are provided in *Trial Run* at the end of each chapter. These provide opportunities to practice desired outcomes of the chapter. Each activity requires peer or self-evaluation.

## Career Action Worksheets

More than 50 Career Action Worksheets help students apply chapter content and advice to their own unique situations. Extremely flexible, the worksheets can be used individually or in groups, in class or as homework.

Students create personal documents that can be used as they search for jobs, now and in the future. Guided assessments prompt students to consider a good career fit beyond matching skills and qualifications, to include their preferences, personal traits, lifestyle, personal goals, and preferred work style. All this is clearly aimed at helping students find jobs that are a good fit for them and their desired career path.

Self-assessment tools built into the worksheets enable readers to easily evaluate their progress on their Job Search Journey. Students are instructed within the chapter when they should complete each worksheet; the worksheets themselves are located at the end of each chapter.

## ▶ CAREER ACTION WORKSHEET

### 1-3 Proactive Success Action Plan ③

Take this time to set goals that inspire and excite you for your Job Search Journey.

My job search goal:

Why is this goal important to me? What will happen if I don't achieve this goal?

Steps I will take to achieve this goal:

Action Steps	Date
1. Schedule time to assemble my Career Builder Files.	
2.	
3.	
4.	
5.	

What two or three people from my Career Network can provide support during this journey?

## Career Action Worksheet Callout Boxes

Boxes are placed strategically within the text to suggest at what point the reader can jump to an activity. This encourages student to do a few activities at a time rather than be overloaded with activities at the end.

## ▶ CAREER ACTION

### Complete Worksheet 1-1

Your Job Search Journey, page 19

## SUPPLEMENTAL MATERIALS

### For Instructors

#### Instructor Companion Site

Everything you need for your course in one place! This collection of book-specific lecture and class tools is available online via [www.cengage.com](http://www.cengage.com). Access and download Microsoft® PowerPoint lecture slides, the Instructor Guide, course management forms, and more.

**Instructor Guide.** Expansive yet focused, the powerful Instructor Guide helps busy instructors create a cohesive learning experience for students.

## For Students

### Student Companion Site

Visit [www.cengage.com](http://www.cengage.com) to access useful web links and an explanation of common workplace terms.

# Acknowledgments

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The authors are grateful to the people who shared their real-life stories for the profiles. Thank you to Gina Arens, Molly Cramer, Leslie Kirkland, Lisa Mark, Dedra Perlmutter, Jenn Pirino, Nichole Sims, (Jacob) Eli Thomas, Edwin Torres, Allen Zink.

The authors would like to thank several people. First and foremost, thank you to Vern Schellenger (Principal Consultant, Contacts Count) for his insights, review, and advice on the networking components added to this edition. Thank you to Mara Vuillaume (Learning Designer, Cengage Learning), who assured that all the content is clearly connected with the learning objectives for each chapter. Thank you to Doug Bergman (Manager Recruitment, Lee Health), for spending several hours demonstrating the hiring-side of the online recruitment process.

Finally, thank you to Anastasia Bandemir, Brad Wolfenden II, and (Jacob) Eli Thomas for providing additional insights into our target readers' experiences both during the job hunt and as they read and use this textbook.

# About the Authors

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## Lisa M.D. Owens

Ms. Owens is a learning expert who approaches learning programs in a systemic fashion, applying current best practices emerging from recent neuroscience findings. Following a decade in the engineering field designing chemical plants, recruiting young women engineers, and doing consumer and market research, Lisa shifted into a role as a full-time corporate training manager at Procter & Gamble. In this position, she created P&G's first online global training programs, including a new hire web-based training in 1998 called Experience the Journey. She has also worked on training for P&G interviewers. In 2000, partnering with a P&G recruiting leader, she created the first online internal job posting system for over 80,000 employees and their managers at over 200 sites around the world. Following retirement after 30+ years with P&G, Lisa founded Training Design Strategies LLC (TDS) in 2012 and continues doing what she does best: working with the doers and the movers of the world to help them achieve their goals by using powerful training and training strategies. Beyond her current work with clients, she was on the advisory board for Ohio University's instructional design certificate program, GC-ASTD's Executive Advisory Board, and CorpU's Leaders-as-Teachers Executive Council. Her publications include *Designing for Modern Learning: Beyond ADDIE and SAM* (2020, ATD Press, coauthor), *Leaders as Teachers Action Guide* (2014, ATD Press, coauthor), and *Lo start-up di una Corporate University* (Italian). She has contributed to several books in the series on *Active Training* by Mel Silberman and Elaine Beich.

## Crystal Kadakia

Crystal is a two-time TEDx speaker, organizational consultant, and best-selling author, known for transforming the toughest workplace changes into exciting possibilities for our digital world. As a consultant, she brings organizations into the digital age, reimagining people strategies with clients in areas such as career development, learning culture, inclusion, leadership development, and employee engagement. Past clients include General Mills, Southern Company, Monster.com, Sierra Club, and other organizations.

Her academic background includes a bachelor's degree in chemical engineering and a master's in organization development. After six years working for Procter & Gamble, she began her consulting firm where she has tackled transforming the status quo and bridging gaps between people

in the workplace. For example, through her best-selling book, *The Millennial Myth: Transforming Misunderstanding into Workplace Breakthroughs* (Berrett-Koehler, 2017), and keynotes, Crystal has changed the story around the generation gap for thousands over the past decade. Along with supporting clients, her next project is a deep study of living and leading in the digital age, including practices that help create connection, emerge from burnout, and balance the role of technology in our day to day lives.

Crystal dug deep into what today's employees need to perform, to learn, and to develop on the job. Together with Lisa MD Owens, they mapped out a new instructional design model for today's workplace and share their learning and experience in the book, *Designing for Modern Learning: Beyond ADDIE and SAM* (2020 ATD Press, coauthor).

Crystal is honored to be a Power 30 Under 30, CLO Learning in Practice, and ATD One to Watch award recipient. Originally from Austin, Texas, she is now based in Atlanta, Georgia, with her husband Jeremy, where they love immersing in nature and cultural experiences.

## Lauri Harwood

Lauri Harwood is an instructor at the Farmer School of Business at Miami University in Cincinnati. She has been a consulting editor and textbook author for Cengage Learning since 1993. She was a professional writer, instructional designer, and project manager as the former owner of Vandalay Group Inc. and, prior to that, for The Oxford Associates. Lauri has a bachelor of arts degree in English literature from the University of Cincinnati, and a master's degree from Miami University in technical and scientific communication.

## Dedication

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*To my sister, Rhoda, whose reentry into the workplace has been a model of career development. And to my late daughter-in-law, Becky, whose career helped her live a fuller life.*

—Lisa M.D. Owens

*To my sister, Sheryl, whose persistence at excelling in her career serves as a good role model for many. To my mother, Rashasha, whose ability to grow a successful career while overcoming her diverse background and facing many challenges inspires me. To my father, Shailesh, whose astronomical aspirations and perseverance to follow his meaningful passions guides me.*

—Crystal Kadakia





## PHASE 1: PREPARE FOR THE JOURNEY

# Prepare for the Journey

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**ALLEN ZINK**

*Vice President Senior  
Development Consul-  
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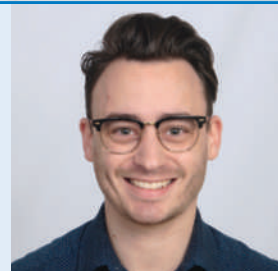
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**EDWIN TORRES**

*Registered Nurse,  
Surgical Progressive  
Care Unit*

Courtesy of Edwin Torres

# The Job Search Journey

## OVERVIEW

Finding a job that is a good fit for your career is easier if you take it one step at a time. This chapter introduces you to the phases of the Job Search Journey, helps you get organized to succeed, and provides tips and advice for developing the right attitude for success.

## OUTCOMES

- 1 Describe the phases of the Job Search Journey, page 5
- 2 Get organized by setting up Career Builder Files, page 6
- 3 Make a plan for developing and keeping a good attitude for success, page 11

## CAREER ACTION WORKSHEETS

- 1-1: Your Job Search Journey, page 19
- 1-2: Organize and Start Your Career Builder Files, page 21
- 1-3: Proactive Success Action Plan, page 27

## WHERE ARE YOU ON THE JOURNEY?

### PHASE 1: Prepare for the Journey

- **The Job Search Journey**
- Know Yourself to Market Yourself
- Picture Yourself in the Workplace



### PHASE 2: Create Your Resume

- Plan Your Resume
- Write Your Resume



### PHASE 3: Apply for Jobs

- Find Job Openings
- Write Job Applications



### PHASE 4: Shine at Interviews

- Know the Interview Essentials
- Prepare for Your Interview
- Interview Like a Pro



### PHASE 5: Connect, Accept, and Succeed

- Stay Connected with Potential Employers
- Dealing with Disappointment
- Take Charge of Your Career



### PHASE 1 Prepare for the Journey

Step 1, *The Job Search Journey*

You are in Phase 1, *Prepare for the Journey*, at Step 1, *The Job Search Journey*. Your goal in this chapter is to get an overview of the entire process and begin to get organized for your journey.

*You are your own boss while you look for a job. Hold yourself accountable and report to work every day.*

## THE FIVE PHASES OF THE JOB SEARCH JOURNEY

OUTCOME  
1

Finding a job that meets your needs and uses your talents and skills is a journey. Like most journeys, it starts with YOU deciding to make the journey, planning for it, doing it, and finally reaching your destination, with lots of good stories to tell. Get ready for an exciting journey into your future as you search for your first or next job in your career field.

Your job search can be an exciting journey because:

- There are more options than you might realize.
- The journey itself will lead you to know yourself even more.
- The journey can lead to a job that will be a major part of your life, affecting how much you are paid, how much time you spend working, and how much you enjoy your time on the job.

Exploring career fields and job opportunities will be an important part of your work

life not only for your first job but also for your entire career. Career paths are rarely straightforward. Instead, your career path will evolve as you, and your situation, evolve: your interests and passions, your skills and experience, the economy, and your situation in life.

You likely have an idea about your current **job target**—the job you want to land. As you search for open job positions, you will compare them to your job target to find a close match. This match is a **best fit job**.

So whether this is your first job search, a continuation of your career journey, or the start of a new career path, you owe it to yourself to get it right. No one will care more about your career than you do. If you are starting a new path in an existing career, review Chapter 13 to see options to grow your career in new ways. Use this textbook and this class to succeed in your Job Search Journey—and make your career happen.

The **Job Search Journey** (Figure 1-1) has five phases. The five parts of this book correspond to these phases. In each part, you'll find advice and activities to help you succeed in that phase.

Figure 1-1 The Job Search Journey

<p><b>PHASE 1: Prepare for the Journey</b></p> <ul style="list-style-type: none"> <li>• <b>The Job Search Journey</b></li> <li>• <i>Know Yourself to Market Yourself</i></li> <li>• <i>Picture Yourself in the Workplace</i></li> </ul>	
<p><b>PHASE 2: Create Your Resume</b></p> <ul style="list-style-type: none"> <li>• <i>Plan Your Resume</i></li> <li>• <i>Write Your Resume</i></li> </ul>	
<p><b>PHASE 3: Apply for Jobs</b></p> <ul style="list-style-type: none"> <li>• <i>Find Job Openings</i></li> <li>• <i>Write Job Applications</i></li> </ul>	
<p><b>PHASE 4: Shine at Interviews</b></p> <ul style="list-style-type: none"> <li>• <i>Know the Interview Essentials</i></li> <li>• <i>Prepare for Your Interview</i></li> <li>• <i>Interview Like a Pro</i></li> </ul>	
<p><b>PHASE 5: Connect, Accept, and Succeed</b></p> <ul style="list-style-type: none"> <li>• <i>Stay Connected with Potential Employers</i></li> <li>• <i>Dealing with Disappointment</i></li> <li>• <i>Take Charge of Your Career</i></li> </ul>	

These are the phases and steps of a typical job search. The book is divided into five parts to match these phases, with chapters to address each step. Each chapter starts with this **Job Search Journey Map** as an indicator of what phase and step you will cover in that chapter as you proceed on your journey.

## Getting Started

You are about to begin a new job search. The goal of your job search is to:

- Identify or confirm a career field that fits with your skills and interests.
- Find a fulfilling job in your career field that will use your talents.
- Seek out employers who will value your work and pay you for it.
- Form a team or network of people who will be a positive part of your work life.

Start now to gather tools that will help you discover your job target for a career that will be exciting to pursue and that will play to your strengths. If you are already experienced with the Job Search Journey, review Chapter 13 first to understand options to grow your career further.

**PHASE 1: Prepare for the Journey.** A little prep work understanding your goals makes for a smoother journey, whether you have already chosen your job target or are still exploring. Get organized, assess your strengths and workplace preferences, explore the breadth of jobs in your career field, and create your first marketing tools in this phase.

**PHASE 2: Create Your Resume.** Your resume is the image of you that potential employers will see. Planning and crafting this document takes deep thought and careful work so that you can market yourself effectively.

**PHASE 3: Apply for Jobs.** Network and research to find job opportunities and openings through Warm Introductions, **Career Network Meetings**, and Cold Leads. Apply for jobs using your master resume to create a picture for potential employers that shows how you can fit into their workplace.

**PHASE 4: Shine at Interviews.** Use strategies to get interviews, prepare and practice for different types of interviews and interview questions, and write thank-you notes that will help potential employers remember you. Be ready for pre-employment tests and follow-up interviews.

**PHASE 5: Connect, Accept, and Succeed.**

Follow up with potential employers after your interviews to ensure they continue to see you as a possible employee. Evaluate job offers and decide to accept the job or continue to look for a better job fit. Finally, when you accept a job in your career field, be prepared to shine as you adjust to your new job and grow in your career.

### ▶ CAREER ACTION

Complete Worksheet 1-1

Your Job Search Journey, page 19

## ORGANIZE YOUR JOB SEARCH

OUTCOME  
2

Now is the time to create systems to organize the information you need on your Job Search Journey. Gathering this information now and making it easy to access quickly will help you be ready to write your resume and **job applications** as well as meet with people who can help you in your job search and, later, with potential employers. Think of it as packing your suitcase for a trip.

## What's the Difference Between a Job and a Career?

A **job** involves performing a designated set of responsibilities and duties for a specific employer.

A **career** encompasses a series of jobs in the same occupation or profession, either with the same company or with different companies. (*Career, occupation, and profession* mean the same thing.)

Your career is your life's work. Your major in school enables you to follow many different career paths, each with a wide variety of job opportunities. For example, Sandra is studying to become a registered pediatric nurse. She currently works as a licensed practical nurse in a nursing home (her job) and is pursuing a nursing career. Later, she could choose to train fellow nurses or work in a more administrative

or management job. This series of jobs makes up her career. Leon works as a security guard (his job) while he studies criminal justice (his major). Although there are many ways he could use his criminal justice degree, his career goal is to become a federal air marshal or K9 officer.

You can read more about the differences between a job and a career, and what these differences can mean during your working life, in Chapter 13.



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**Career Builder Files** is the name for all the records you assemble and organize for your job search. These files have three sections, which are described below. See Figure 1-2 for examples.

- **About Me:** This section contains a collection of records, awards, information about you, your thoughts about jobs and your career, and drafts of your Personal Brand Statement.
- **About Jobs:** Use this section to track job leads, contact information for people you talk to, your research about career fields and job listings, and your draft job applications and resumes.
- **Master Career Portfolio:** In this section, collect documents you will share with others, especially during interviews, such as

your master resume, customized resumes you have sent to potential employers, job applications, samples of your work, cover letters, and thank-you notes.

The **Career Action Worksheets** at the end of each chapter will help you gather the information you will need on your Job Search Journey. At the end of each Career Action Worksheet is a reminder to add your work to one of the three sections of your Career Builder Files.

As you pull together your Career Builder Files, both the items recommended here and others that you think are helpful, think about what these documents say about you. What picture do they paint? Where will you best fit into the workplace as you seek your next job as part of your career?

**Figure 1-2** Creating Your Career Builder Files

Here are examples of what you might add to your Career Builder Files so that all of your Job Search Journey documents are in one place and easy to find for this part of your career journey. In some cases, you will keep only copies of these documents in your files.

### About Me

#### Records of completion

- Your diploma(s) or degree(s)
- Your transcripts
- Licenses, such as for forklift operation, real estate, or cosmetology

#### Documentation of Performance

- Performance reviews from past employers or internship managers
- Awards, such as for perfect attendance on the job and in school, academic accomplishments, employee of the month, participation in academic or career-related fairs or competitions
- Letters of recommendation or commendation
- Notes of thanks or praise for previous work and contributions

#### Samples of Your Work

- Your work, captured as drawings, photographs, website, or video
- Writing samples for dramatic writing, technical writing, or general business writing

#### Legal or Government Records

- Proof of identity such as a copy of your social security card, birth certificate, passport, visas, and/or immigration forms such as green card or work permit
- Military records such as your discharge papers or military service awards

#### Personal Assessments

- Career Action Worksheets about you, from this textbook
- Results of recognized self-assessments such as the Myers Briggs Type Indicator or the O\*Net Interest profiler at “My Next Move”

#### Experiences

- Volunteer work
- Community and school projects
- List of jobs you have held, including your job titles
- Trips you have made that have broadened your life experience
- Notes from Career Network Meetings

#### Your Personal Brand (see Chapter 2)

- Your contact (or business) card
- Your Personal Brand Statement
- Your 30-Second Commercials

### About Jobs

#### People, Their Contact Information, Title, and a History of Your Interactions

- People in your Career Network, including Warm Introductions (see Chapter 6)
- Recruiters and Career fair contacts
- Private employment agency contacts
- Potential employers, human resource contacts, hiring managers
- People who might provide a good recommendation or reference
- Mentors and advisors
- Professional, trade, and industry organizations



**Sources of Job Listings**

- Websites that list jobs you can apply for, including your username and password
- Location of bulletin boards you can check for jobs
- Publications that provide want ads
- Names and addresses of job and career centers
- Hidden job possibilities, insider tips, and jobs suggested by your network or research

**Jobs You Want to Apply for**

- List of jobs that are of interest, and their location or source
- List of companies you would like to pursue
- Status of your job application process
- Job descriptions of those positions you will or have applied for

**Job Application Documents**

- Draft resume (see Chapters 4 and 5)
- Draft job applications and master application data sheet (see Chapter 7)
- Cover letter and customized drafts (see Chapter 7)
- Career Action Worksheets about jobs (at the end of chapters in this textbook)

**Master Career Portfolio****Job Application Package** (for each company and job that you apply to)

- Resume (all formats, see Chapters 4 and 5)
- Cover letter (see Chapter 7)
- Job application (see Chapter 7)

**Recommendations and References** (see Chapter 7)**Your 30-Second Commercials** (see Chapter 2)**LinkedIn® Profile** (a copy of it or your LinkedIn URL and name)**Select Samples of Your Work**

## Set Up Your Career Builder Files

There are many parts and items to keep track of on your job search, so take the time to set up good systems to organize, store, and track the information you will need. When you need to act quickly, you'll be glad you can find the documents you need to print or photocopy.

How you organize your Career Builder Files will depend on the current format of these documents and the way you typically access the Internet. Choose a system that you are comfortable using and that is secure and available to you at any time.

Some of the documents already exist, or are best stored, on paper. Keep these items in an accordion folder with tabs. Keep pages clean

and neat (no dog hair or coffee stains) and invest in sheet protectors for certificates and other important documents that exist only on paper. Back up these documents so you don't lose them by taking a photo or scanning them and uploading to a **cloud storage site** such as Microsoft OneDrive, Apple iCloud, Dropbox, or Google Drive. These sites allow you to store and organize files online.

Whichever website, software, or app you use to organize your documents, be sure to do these things:

- Organize the documents into folders.
- Use descriptive folder names and obvious file names. Consider creating an index that will make it easy to find files and information, especially for hardcopy files.