Job Search Strategies

Nikki Barnett, Senior Career Consultant for Alumni
Tuesday, March 18 from 6 – 7pm
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Individual Consultation

Personality Assessments (MBTI & Strong)
Resume & Cover Letter Writing
ZebraCAN: Career Advising Network Matching Program

Workshop and Webinar Series
ZebraNet: SBU Job Search Engine
Online resources
The Career Center is here for you and has many resources available to help you in making lifelong career decisions. Services include: individual career counseling, opportunities to connect you with other alumni, live webinars, and many others.

In addition to our individualized services for you, we know that sometimes you just need the right resource at the right time to inspire or instruct you, to get you motivated and moving, or to get you back on track.

We are constantly combing the web for great resources for you, and here is where we’ll post some of our “finds”. We will continue to update them, so check back for new sources.

**Career Assessments**

**Helpful websites:**

My Next Move
My Next Move is sponsored by the U.S. Department of Labor, Employment & Training Administration, and developed by the National Center for O*NET Development. The O*NET Interest Profiler can help you find out what your interests are and how they relate to the world of work.

CareerOneStop
CareerOneStop is your pathway to career success. Tools to help job seekers, students, businesses, and career professionals. Sponsored by the U.S. Department of Labor. For best results, meet with a professional who has expertise using assessment tools. Try some of these assessment tools and resources.

CareerZone
WEBINAR GOALS

- Barriers and envisioning an action plan
- What are employers looking for?
- What’s your game plan?
- Creating an action plan…
- What’s in your job search toolbox?
POTENTIAL BARRIERS

- Lack of career knowledge or experience
- Lack of self-awareness
- “Analysis paralysis”
- External influences
- Internal factors
- Not giving up the “dream”
- No plan or the wrong plan
- Procrastination, due to fear
- Eliminating, before considering
Write out your career plan and action items

Identify your obstacles
  Control; no control; may have influence

Analyze your communication behaviors

Find reward within the process

p.s. consider trying the 360 degree evaluation process
Keep **W.I.I.F.T.** in mind

- Experience & skills
- Energy & attitude = work ethic
- Improved productivity
- Innovation & growth
- To make money / serve clients
- To avoid making a bad hiring decision
Do you have
20 years of experience
OR
1 year of experience 20 times

Q: How will you convince them?
• How systematic is your approach?
• What are your parameters?
• How do you measure your progress?
• How many hours have you dedicated to your search?
• Are you using your “network” effectively?
Before you have interviews or offers, how do you know if you’re making progress in your search?

- **Hours** your spend on job search
- **Letters** you write and mail or email
- **Conversations** you have about your job search
- Conversation you have with **decision makers** in target organization
Total number of hours per week you spend on:

- Research and planning
- Letter writing
- Administration
- Talking to people on the phone and in person
A GOOD SEARCH WEEK

- 25 to 35 hours
- 15 to 30 total contacts
- One or two new decision makers
- Follow-up contact with decision makers
- Five to 50 letters, notes, and emails
1) Define your professional objective.
2) Create a target list of companies.
3) Develop your core message

Resume writing
Informational conversations with network
Formal job interviews
Use ZebraNET & Glassdoor

• Check company websites (employer directory)
• Job/internship postings (Search engine)
Target Experience: ________________
Location(s): ________________
List of Companies: ________________

How will you market yourself?
Informational Interviewing & Networking
__________________________________________

Action Steps: ________________________________
Nikki Barnett
Senior Career Consultant for Alumni at Stony Brook University
Greater New York City Area | Higher Education
Current: Stony Brook University, Career Center
Previous: Stony Brook University, Career Center, Career Coach & Counselor
Education: State University of New York at Stony Brook

Activity
Share an update...
Nikki Barnett is now connected to Joyce Edgar Welling, Associate Dean for Finance and Administration, Stony Brook University, Rosalie Polanco, Career Counseling Intern, Stony Brook Career Center, and 4 other people.
4 hours ago

Say congrats on the new job!
Nikki Barnett
Senior Career Consultant for Alumni

People You May Know
marielle rodriguez
2nd
Student at State University of New York at St...
Connect
5

Who's Viewed Your Profile
Your profile has been viewed by 9 people in the past 3 days.
Unlock the full list with LinkedIn Premium

Profile Strength
All-Star
• Resume and Cover Letter (Tailored)
• LinkedIn Profile (100% complete)
• List of companies you are targeting
• 60 second commercial (your pitch)
• References
• Business Cards
Why people take too long to find jobs:
1) Don’t put efforts into job search
2) Waste time on unproductive activities
3) No way to measure progress
4) Don’t know what they are looking for
5) No target list
6) Don’t define personal job market
7) No systematic approach
8) Only pursue announced job openings
9) Don’t realize the search in a numbers game
10) They go it alone
Barriers and envisioning an action plan
Functional skills & career clusters

ZebraNet: SBU Job Database
How to increase your career knowledge
How to create an action plan…