A program of the U.S. Chamber of Commerce Foundation, an affiliate of the U.S. Chamber of Commerce

Employment Workshop

Webinar
Virginia Brewer, Lead Trainer
The Job Search is like a puzzle...

Job Search Process Overview
Job Search Process Overview

…the pieces fit together to form the big picture.

**Self Assessment**
Evaluate your strengths/skills and identify the jobs you’re interested in

**Preparation**
Prepare your resume, elevator pitch, and story for the employer

**Networking**
Build relationships to learn about careers and get connected to jobs

**Application**
Use online and offline sources to submit resumes

**Interview**
Demonstrate your skills and capabilities for the job

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Exercise: Write down two companies you’re interested in talking to today. Write down two skill sets you bring to a potential employer.
Choosing the right path for you

Phoenix Career Guidance System™

Find the right career path — and start following it today.

Welcome to the Phoenix Career Guidance System, your personal career GPS — where you'll navigate your way to an individualized view of careers that may best suit you. Review current and recent hiring demand in your local area, as well as the qualifications and education employers are seeking. Your destination? An informed career decision. Choose a profile to get started.

- Starting a Career
- Changing Careers
- Advancing Careers
- Military

Select >
Start Your Search

Discover civilian job opportunities based on your military experience and see how those jobs align with degree programs.

Enter your Military Occupation Specialty Code in the field below

15n

Continue
Exploring education and careers

Production Supervisor
1,680 openings posted
$40,450 - $72,820 salary range
in the California, All Areas over the past 12 months

Supervisors of Production Workers

University of Phoenix Programs
Bachelor Of Science In Business With A Concentration In Sustainable Enterprise Management
+ 1 more

General Degrees
Associate's Degree - Manufacturing and Industrial Production Technologies
+ 4 more
Career interest profile results

- Investigative: 28%
- Social: 22%
- Artistic: 15%
- Enterprising: 13%
- Realistic: 14%
- Conventional: 2%

**Assessment**

- Jobs
  - In this Career Area: 2,915 openings posted
    - salary range: $0 - $125,030
    - In the California, All Areas over the past 12 months
    - Job Details
  - Social Scientists and Related Workers

- Your Career Matches

- Degrees
  - University of Phoenix Programs
    - Bachelor Of Science In Business With A Concentration In Human Resource Management
    - General Degrees
      - Bachelor's Degree - Architecture
      - 41 more
  - University of Phoenix Programs
    - Doctor Of Business Administration
    - General Degrees
      - Bachelor's Degree - Vocational Teacher Education
      - 8 more

**Research other jobs and degrees**

University of Phoenix

Phoenix Career Services
Connecting education to careers
Module 1: Elevator Pitch
An **Elevator Pitch** is a 30-second speech or ice-breaker that summarizes who you are, what you do, and why you would be a perfect candidate.

**Exercise: Introduce yourself**
Tell someone a few things about yourself as an ice breaker. Example: Name, branch, years served, career goals.
The Elevator Pitch consists of the:

- Introduction
- Body
- Closing

Before you develop the introduction, body, and closing of your Elevator Pitch, you should first brainstorm the questions you want to answer.

This may be familiar because we just brainstormed what you would include in your Elevator Pitch!

Now, let’s use our volunteer, Heather Smith, to create an Elevator Pitch.
Introduction of our Volunteer

Let’s help Heather draft her elevator pitch

Heather Smith

- Air Force
- 12 Years of Service
- 4 Weeks of Civilian Job Searching…
Remember, during the brainstorm phase, you want to identify and answer questions an employer would be interested in knowing about you.

The Elevator Pitch answers the open-ended statement: “Tell me about yourself…” as well as:

- Who are you?
- What do you do?
- What are your career goals
- What value can you add to my company?

Let’s review Heather’s biography and identify information we would include in her Elevator Pitch.

“…Quality Program Manager at Nellis Air Force Base…”
“…responsible for ensuring the quality of 8,600 items of test management diagnostic equipment…”
“…ensures compliance and regulations are followed…”
“…manages an equipment account of $1.5M and oversees a work center budget of $20,000…”
“…leadership experience, scheduling and section supervisor, and production superintendent…”
The Introduction consists of your name and high-level information about you.

The Introduction may also answer…
• What is your name?
• What is your current occupation?
• How long have you been in that role, position, or capacity?

Let’s practice an Introduction for Heather

“Hi, my name is Heather Smith. I have served in the Air Force for 12 years.”
Elevator Pitch – Draft Body

Brainstorm

Draft - Introduction

Draft - Body

Draft - Closing

- Underscore any common themes or special skills, especially those that align to the industry, role, or position you are interested in applying.

  - The body of the Elevator Pitch explains your ability, accomplishments, and other relevant information a prospective employer would be interested in knowing.

- Build a sentence around Heather’s ability or achievement.
- What has Heather done that illustrates her ability or is considered an achievement?

“I have extensive quality assurance experience, both budget management and large inventory management expertise, and have held multiple leadership roles. In my previous role, I prevented multiple expenditures by ensuring compliance and regulations were followed by successfully enforcing strict guidelines.”
Elevator Pitch – Draft Closing

Brainstorm

Draft - Introduction

Draft - Body

Draft - Closing

➢ In the closing of the Elevator Pitch, make a clear request or strong closing.
➢ Be sure to thank the individual for his or her time.

The closing of the Elevator Pitch answers:
• What plans do you have that a prospective employer would like to know?
• What would you like to ask from the prospective employer?

➢ What plans does Heather have that a prospective employer would like to know?
➢ What should she ask of the individual?

“I plan on graduating with my B.A. in Business Management in May 2015. I would love to discuss opportunities with your firm in the near future. May I get your contact information? Thank you.”

Exercise: What would you include in your new elevator pitch? Practice session for 60 seconds with a partner
Hi, my name is Heather Smith. I have served in the Air Force for 12 years.

I have extensive quality assurance experience, both budget management and large inventory management expertise, and have held multiple leadership roles. In my previous role, I prevented multiple expenditures by ensuring compliance and regulations were followed by successfully enforcing strict guidelines.

I plan on graduating with my B.A. in Business Management in May 2015. I would love to discuss opportunities with your firm in the near future. May I get your contact information? Thank you.”
Module 2: Networking
Networking

What is Networking?
- Way to meet new people to learn about companies, job leads, and socialize your skills

Why is it Important?
- 80% of jobs are landed through networking
- Build long-term relationships that last for your entire career

Existing Network
- Hiring Fairs
- Information Interviews
- Social Media (e.g., LinkedIn)
- Social Events
- Job Clubs/Networking Groups
- One Stop Career Centers
- Local Veterans Employment Groups (V.A. representatives to assist with job hunt www.dol.gov/vets)

Expansion of Network
- Fellow Veterans
- Military Groups (e.g., VFW and American Legion)
- Civic Groups (e.g., Rotary and Lions)
- Religious Groups
- Neighbors (Past and Present)
- Libraries
- Colleagues
- Career Centers
Networking Process

Introduction
Introduce yourself with a 30 second introduction
Take time to learn about the other person’s interests and needs
Offer to help them in someway

Ask for Advice
Ask the person for 20-30 minutes over coffee or the phone
Goal is to ask for career advice or to learn about their company or role
Do NOT ask for a job

Prepare
Research the person & company online or LinkedIn
Prepare 4-5 questions of what you want to learn from the individual

Informational Interview
Thank person for their time
Ask questions in relevant order
Ask for 2 more people you can speak to
Offer to help them in someway

Follow Up
Send a thank you note and make it personal
Follow up after a week on referrals
Follow up after a month to say “hello”
Networking with Social Media

Your LinkedIn

LinkedIn Tips

Recruiters Are Noticing

Your profile is the first thing a member sees. Think of your LinkedIn profile as your online resume.

Use a picture that represents you, professionally.

Customize your URL for your business cards and email signature.

Use your real name.

Creatively explain what you do.

Add up to 3 websites.

Describe who you are and the company you represent.

Jane Jones
Talent sourcer looking for the best and brightest in EMEA
Ireland | Internet
Current: Acme
Previous: LinkedIn
500+ connections

SUMMARY
Entrepreneur, risk taker, passionate, doer and solutions thinker. A ‘roll up your sleeves’, act like an owner and love what you do, person. I lead Talent Acquisition for LinkedIn in EMEA across our sales organization, marketing solutions, and sales solutions team. Talent Acquisition transforms the future of an organization. Talent acquisition is about changing lives.

Make your profile more engaging with rich media.

Why is Acme so cool?

Adventures in Sales at Acme
Networking with Social Media

Identity
- Create a distinctive profile headline
  A keyword-rich tagline that goes beyond your title and describes how you want to be known on LinkedIn.
- Customize your URL
  You can use this link to easily direct people to your LinkedIn Profile.
- Write a summary
  Communicate your experience in the military to a community of hiring managers who may not understand the internal military lingo.
- Add volunteer & causes
  Show your community involvement.
- Projects
  Provide tangible examples of your work.
- Awards
  Explain your recognized accomplishments.
- Skills
  Adding skills and expertise makes it easy for your connections to endorse you for your strengths and knowledge, as well as helps you show up in relevant searches.
  - Use the military skills translator at: https://mst.vaфорветс.va.gov/mst/va/mos-translator to help you think of transferable civilian skills.

Network
- Invitations to connect
  Reach out to contacts you’ve made and cement those relationships.
- Groups
  Join groups relevant to your professional interests: alumni groups, industry groups, geographic groups, and more.
  - Add the Veteran Mentor Network, a community of veterans, employers, service members and leaders.
- Company pages
  Stay up-to-date with operations, current news, products and services, job opportunities and more, while also showing your interest in specific companies.
- Share insights
  Update your status with interesting articles, announcements, thoughts, and questions about topics in-line with your professional goals.

Search
- Advanced search
  Find jobs by keyword, title, company, postal code, function, industry, years of experience, and date posted. Save jobs you’re interested in to come back to them later.
- Email alerts
  - Sign up for saved search email alerts to get automatic notifications about new jobs that meet your criteria.
  - Sign up to get email alerts about Jobs You May Be Interested In.

Job Seeker Premium
Veterans receive a complimentary subscription ($1000 value)

Featured Applicant, Salary search filter, Job Seeker Badge, Who’s Viewed Me, and more.
Networking with Social Media

Your LinkedIn

LinkedIn Tips

Recruiters Are Noticing

University of Phoenix

Phoenix Career Services™
Connecting education to careers

Hiring Our Heroes
U.S. Chamber of Commerce Foundation

LinkedIn is the #1 social network for professionals. Are you missing out on job opportunities?

A Bullhorn survey of over 160,000 recruiters found that:

- 97% of recruiters use LinkedIn to find job candidates
- 64% use ONLY LinkedIn for recruiting

Compared to just 27% using Twitter & 22% using Facebook

The top 7 industries using recruiters to fill jobs are: information technology, finance & banking, healthcare, manufacturing, engineering, sales, and admin & clerical.

Your profile matters

You might be the perfect candidate for a job opportunity, but if you're not using LinkedIn or your LinkedIn profile isn't optimized, these recruiters won't find you.
Module 3: Resume
Resume Overview

**Contact Line**

**Personal Summary**

**Competencies**

**Experience**

**Education**

**Recognition**

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**DO**

- One or two pages maximum (unless federal)
- One-inch margins
- 11-12 pt. font
- Arial or Times New Roman

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**DON’T**

- Personal Information (DOB, Social Security #, Marital Status)
- Photos or Headshots
- Objective Statement
- References
- Personal Pronouns
- Unprofessional Email Address
Resume – Name and Contact Information

- First and last name
- Current mailing address
- Best number to call
- Professional e-mail address

Heather Smith
226 Success Lane, Las Vegas, NV 89031  |  (702) 885-9525  |  h.smith@emailaddress.com
Contact Line

Personal Summary

- Hard and soft skills
- Relevant to desired job or role
- Past relevant experience with key functions
- Notable accomplishments
- Briefly addresses work/management style
- Personal traits relevant to job

Experience

Education

Recognition

SUMMARY

Program Manager with over 5 years program and project management experience. Proven record managing high profile projects, equipment accounts valued up to $1.5M, and staff up to 8 people. Demonstrated ability to work efficiently in fast-paced settings, both independently and in team environments. Strong problem solving and effective communication skills. Extensive knowledge in compliance and regulation. Air Force veteran of 12 years.
Resume – Competencies

- Succinct, easy to read list
- Key industry terms
- Relevant to desired jobs
- Highlight key skills in ‘Experience’ section
- Veteran specific

**CORE COMPETENCIES**

- Project/Program Management
- Effective Leadership
- Accounting/Auditing
- Records Management

- Problem Resolution
- Process Improvement
- Risk Management
- Data Analysis
Resume – Experience

Contact Line

Personal Summary

Competencies

Experience

Education

Recognition

➢ Skip the Acronyms

Assisted subordinates with PCS ➔ Managed relocation services

Served as EUCOM Engineer ➔ Oversaw European engineering projects

Served as EOD Tech ➔ Supervised disposal of explosives

SINCGARS operator ➔ Processed encrypted radio communications
Resume – Experience

Contact Line
Personal Summary
Competencies
Experience
Education
Recognition

➢ Focus on Verbs, Not Nouns

Was assigned as helicopter mechanic

Diagnosed mechanical problems in aviation equipment. Installed, maintained, calibrated and repaired sensitive navigation devices.

Drove personnel and cargo over varied terrain and roadways

Managed transport of supplies and equipment as well as performed planning and execution functions to support movement in Afghanistan.

➢ Tip: Action Verbs

- Attained
- Accomplished
- Acquired
- Adapted
- Addressed
- Administered
- Advised
- Approached
- Budgeted
- Built
- Conducted
- Coordinated
- Developed
- Established
- Implemented
- Improved
- Initiated
- Leased
- Lectured
- Maintained
- Performed
- Produced
- Reorganized
- Reduced
- Supervised
- Supervised
- Treated
- Trained
- Updated
A Customized Resume Engine that translates military experience into language approved by Fortune 500 HR recruiters

### PERSONAL BRANDING RESUME ENGINE™

**SKILLS & EXPERIENCE**  |  Military Job

Choose your most recent military work experience from the drop-down menu. Add as many military jobs as you want, based on your years of service.

**ADD YOUR MILITARY JOB**  |  **FROM**  |  **TO**

96B - Intelligence Analyst  |  06/2006  |  10/2008

**CIVILIAN TRANSLATION**

Supervised and coordinated the analysis, processing and distribution of data; gathered and evaluated sensitive digital information; maintained records; prepared maps and charts; prepared and analyzed aerial photographs and satellite images.

**JOB-SPECIFIC RESPONSIBILITIES**

- [ ]

*You can fill out up to four bullet points.*
Resume – Education

Contact Line
Personal Summary
Competencies
Experience

Education

Recognition

➢ Formalized training received through military
➢ Recent and relevant experience cited
➢ Amount of degree/training completed
➢ Years listed reverse chronologically

EDUCATION
Bachelor of Science, Business Administration – Candidate, May 2015
  • University of Phoenix, Las Vegas, NV
Associate, Electronic Systems Technology – June 2006
  • Community College of the Air Force, Maxwell Air Force Base, AL
Various Air Force Education Courses:
  • Non Commissioned Officer Academy, Keesler Air Force Base, MI (2009)
  • Airman Leadership School, Eglin Air Force Base, FL (2005)
Resume – Recognition

- Contact Line
- Personal Summary
- Competencies
- Experience
- Education
- Recognition

- Years received
- Full title of award
- Purpose, significance, and scope of award

**AWARDS AND RECOGNITION**
- Global War on Terrorism Service Medal, 2012
- Air Force Commendation Medal – One oak leaf cluster, 2008
- Air Force Achievement Medal, 2005
Resume – Let’s Review!

Heather Smith

SUMMARY
I have 5-10 years of program and project management experience. I have managed important projects with budgets that exceed $1.5 million. I work efficiently in a fast-paced environment with not a lot of structure. I want you to know that I am a good problem solver, can easily manage teams, and have a lot of experience in compliance and regulations.

I am Air Force veteran of 12 years.

CORE COMPETENCIES
- Lead programs and projects.
- On a project, I did the accounting books and audited the books.
- I like to keep good records.
- I am good at resolving problems.
- Resolution
- Process improvement
- Showing up to work on time is important to me.
- I had to do data analysis before.

EXPERIENCE
Precision Measurement Equipment Laboratory Manager/Senior Unit Administrator
United States Air Force, 2002-Present
- Maintained, managed, and diagnosed over 8,600 Precision and Measurement Equipment Laboratory and Automatic Test Equipment, supporting various geographic locations.
- Responsible for managing an equipment account valued at $1.5M.
- Managed a work center budget of $20,000.
- Served as Quality Program Manager, improving efficiency while maintaining quality standards.
- Prevented multiple expenditures through ensured compliance with strict regulations and guidelines.
- Responsible for 8-person staff.

EDUCATION
Various Air Force Education Courses:
- Non Commissioned Officer Academy, Keesler Air Force Base, MI (2009)
- Airman Leadership School, Eglin Air Force Base, FL (2005)

AWARDS AND RECOGNITION
Global War on Terrorism Service Medal
Air Force Good Conduct Medal
Air Force Commendation Medal – One oak leaf cluster
National Defense Service Medal
Air Force Achievement Medal

Heather Smith

SUMMARY
Program Manager with over 5 years program and project management experience. Proven record managing high profile projects, equipment accounts valued up to $1.5M, and staff up to 8 people. Demonstrated ability to work efficiently in fast-paced settings, both independently and in team environments. Strong problem solving and effective communication skills. Extensive knowledge in compliance and regulation. Air Force veteran of 12 years.

CORE COMPETENCIES
- Project/Program Management
- Effective Leadership
- Accounting/Auditing
- Records Management
- Problem Resolution
- Process improvement
- Risk Management
- Data Analysis

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- Airman Leadership School, Eglin Air Force Base, FL (2005)

AWARDS AND RECOGNITION
Global War on Terrorism Service Medal, 2012
Air Force Commendation Medal – One oak leaf cluster, 2008
National Defense Service Medal, 2007
Air Force Achievement Medal, 2005
Module 4: Interview
Interviewing is your opportunity to showcase your skills, abilities, and accomplishments beyond what is shared in your resume.
Before the Interview

- Mission statement & corporate values
- Company structure/organization
- Leadership and management
- Recent projects and news stories
- Specific role responsibilities
- Office locations

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The day before the interview...

- Prepare for the interview days before
- Research the employer, the industry, the job, and even competitors
- Understand the job for which you are applying
- Identify specific questions to ask during the interview
- Ensure you are interested in the company and job

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Before

- Print several copies of your most current resume
- Take a test drive to the interview location
- Gather contact information, directions, toll fees, etc.
- Plan to arrive 20-30 minutes early
- Allow time for parking and traffic
- Pick your business formal attire
- Refrain from smoking before the interview and wearing strong perfumes or colognes
During the Interview

Before

During

After

Sample Questions You May Get Asked

- Tell me about yourself.
- Why are you leaving the military?
- What are your weaknesses?
- What about this job interests you?
- What are your salary expectations?
- Tell me a time when you had to deal with a difficult situation.

Impress the employer with your knowledge
Show you did your ‘homework’; ask questions
Convey interest in the company and interviewer
Take notes on responses
Never ask about salary or benefits!

Appearance matters

- Dress appropriately
- Remember personal hygiene

Think about your behavior

- Convey enthusiasm, energy, and respect
- Shake hands and make eye contact
- Use words and time wisely
- Take time to think before speaking
- Take notes on discussion
- Collect contact information
- Ask when you should expect the next step
Dear Mr./Ms. (last name),

Thank you for taking the time out of your busy schedule to talk to me about the (position) with (company). I was very interested to learn (aspect of company).

I believe I am an outstanding candidate for this position because (hard/soft skills and related experience).

I hope that my resume and interview merit your favorable review, and I look forward to hearing from you soon. Please feel free to contact me at any time if further information is needed at (cell phone number).

Thank you again for your time and consideration.

Sincerely,
(your name)
Practice Interviewing!

Before
During
After
CASY VETERAN EMPLOYMENT

Military Skills Translation
Gap Skills Solutions
Resume Review and Targeted Prep Assistance
Interview & Test Prep

Veteran Career Navigation Assistance
Career Development, Training, and Transition
Direct Placement Assistance through Recruiter Connect™

CORPORATE AMERICA SUPPORTS YOU
Getting started with CASY Support

Step 1: Register
Step 2: Upload Resume
Step 3: Contact
Step 4: Training Sessions

A CASY Employment Specialist will review your information and contact you to develop your individual career plan.

You will receive one on one assistance from your Employment Specialist that is geared to your unique skills and needs.

CASY Specialists assist with:
- Assessing resume and job search tools.
- Identifying opportunities.
- Identifying employment gaps and suggesting solutions.
- Providing industry skill assessments.
- Performing mock interview sessions.
- Providing support during the job search process.
- Direct placement during application.
- Suggesting programs that will meet additional needs.
Thank you for participating