



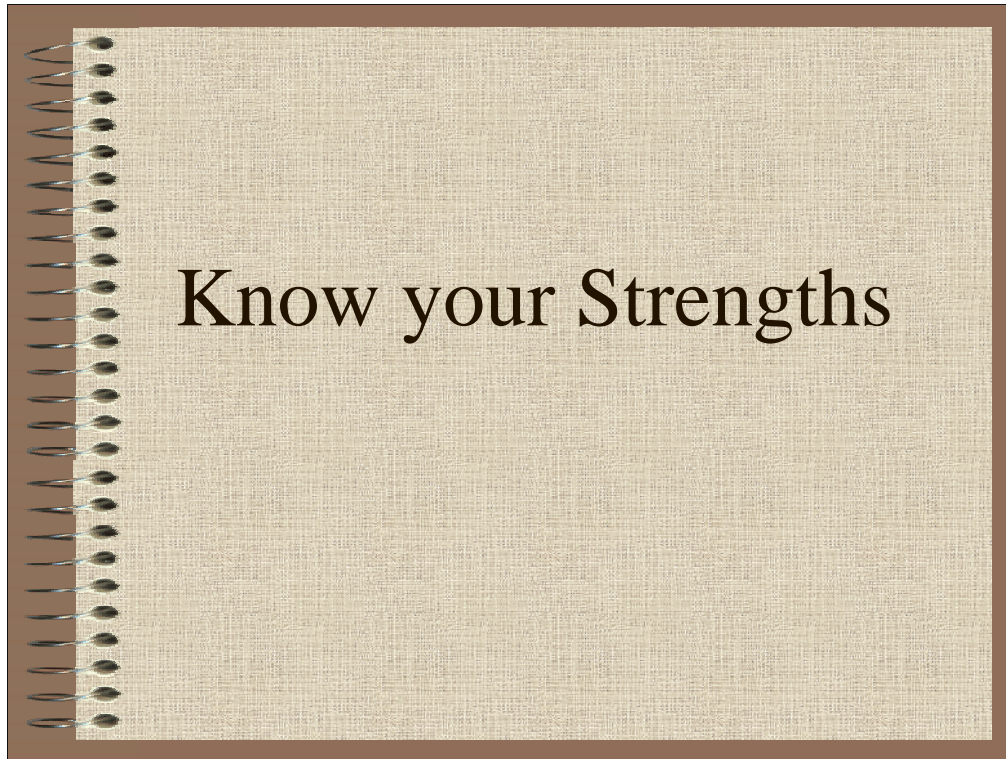
There is no doubt about it that it can be a full-time job to look for a job. In fact, I went through this year to complete a proper detailed job search.

I had spent almost 10 years in the R&D areas of high-tech, after another career in accounting and auditing. It was something I really wanted to try. I felt with my knowledge of testing, customer support, documentation, course development, and beta programs, I could combine my skills in HR, and start with recruitment as a first step.

Although I've recently completed my designation in compensation, I also enjoy the recruitment side of things as I get to meet many different people. Although I've only had 15 months of formal recruitment experience, this was my 10th job change, and my 3rd career change so I thought I would share my insights with you today from the Sue Kavanagh, recruitment and job hunter perspective.

There is no doubt about it, we're in a different landscape at the moment and job searching is a bigger challenge today than it was even 6 months ago. However, the market is not dead, there are still people hiring. Hopefully tonight, by sharing, you can learn even one thing to make your search easier, or more successful. If anything, you'll see when we get to the topic of Networking, by meeting me, you've stepped into one more circle.

For those who are not employed at the moment, you truly need to go through the grieving process, put the victim mode behind you, and start actively searching as a Survivor. This is a whole other topic for another session so I won't dwell on it, but it's important to understand what's happened, and be able to move forward. This attitude will make all the difference as you head forward.

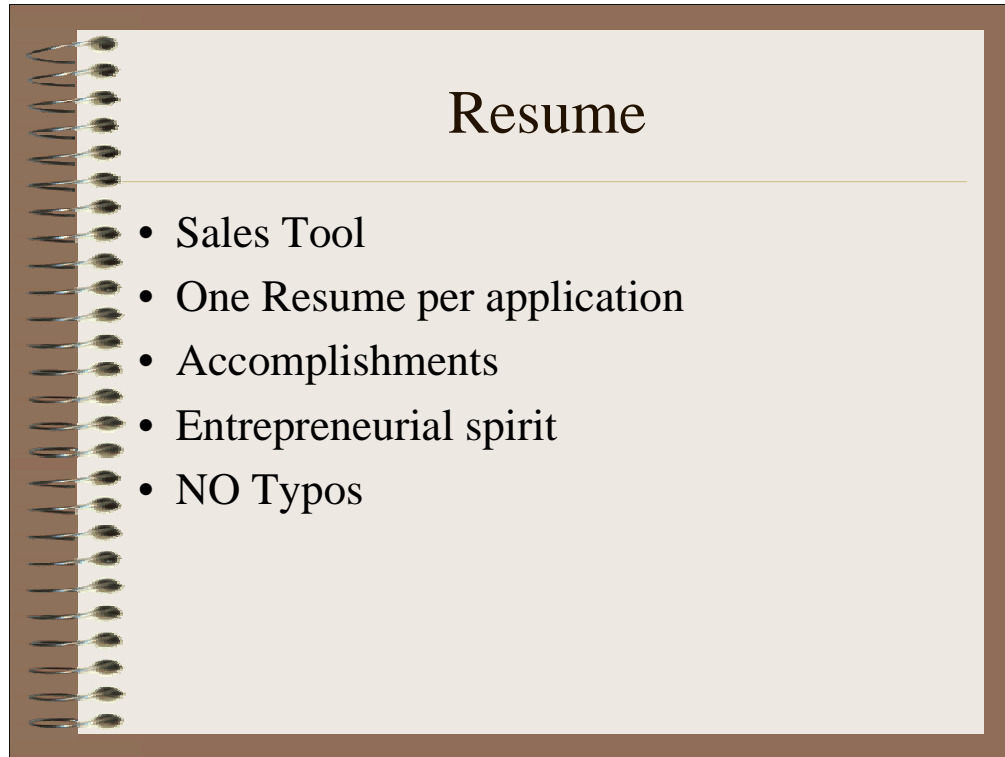


If anything this change in landscape has proven is that your strength is determined by your own individual knowledge. There is no longer strength measured by Security of a company, be it their market cap, their stock price, how many people are they hiring. This is not security. Who you are, and what you have accomplished is your security.

Speaking tonight of course has a focus for those who have been caught up in the downsizing, but it's also very applicable to those that have survived but who are starting to re-evaluate where their career is going today, and in the future.

Knowing your strengths and communicating them are the highlights of tonight's presentation, whether you currently have a job, or you don't

By show of hands in the room, can you put your hand up if you have been recently laid off from your job? Can you also put your hand up if you've been evaluating your career prospects?



You **HAVE** to define your accomplishments. Talk it over with peers to help with the wording, use the out placement firms if you have the opportunity. That's what they're there for.

I can't stress enough the fact that in this market, you need to tailor your CV to every single position applied for. You need to ensure that the right things are highlighted.

An example: industry standards dictate that the average technical recruiter scans a CV for 30 seconds. If they don't find what they're looking for, or the longer they are looking down the CV to find, they may lose interest. So with respect to the average Recruiter. They may not have a background in this area. They may not know the technologies. They are basing their cursory review on Key Words.

This is especially true if you use a chronological resume. Another example is if you were an automated test specialist for the past 3 years. If the position you're applying for does not require automation, then tone it down on the CV. Find out what type of manual testing they need. You might have done many years of manual testing, figured you had moved on to newer environments so highlighting manual testing is not important. However, you haven't read what the employer needs.

High tech these days wants entrepreneurial people. If you're not that way inclined, then you need to re-evaluate where you should be. You need to highlight your entrepreneurial spirit on your CV



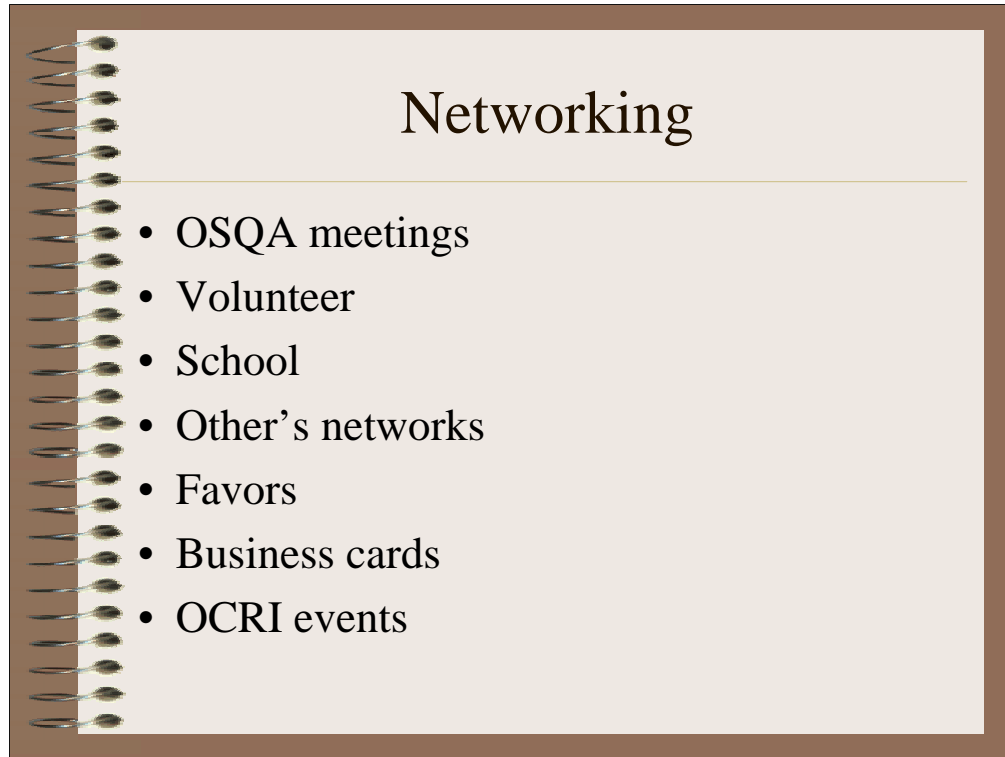
In the Real Estate business, their tag line through the up and down market is location, location, location. In the current job market, Research, Research, Research is absolute must.

There are many candidates in the same boat at the moment with differing backgrounds and experience. You need to stand out. For example, You can't increase the number of years experience, but you can shine in a different way by knowing everything you can about the company.

Find out the Who, What, Where, When and Why's about the company.

Be creative – Look on the OBJ and find someone who recently joined. Call them up and tell them you're looking for a position, have heard lots of great things, noticed that they've made a great career choice, and what's their opinion

Look up some of the resources that are highlighted at the end of the presentation



Along with research comes Networking.

OSQA meetings are a great start. Contacts through associations.

What's very important to note is you don't necessarily have to be seeking some one to helping you find a position. Sometimes even finding out the inside scoop on a company is just as beneficial.

For all those in the room, you should also take advantage of networking even if you're employed. You never know when you may need it yourself.

Carry business cards that highlight who you are, and what your strengths are. Keep it simple but enough to refresh someone's brain.

Think outside the box – Canadian Women in Communication

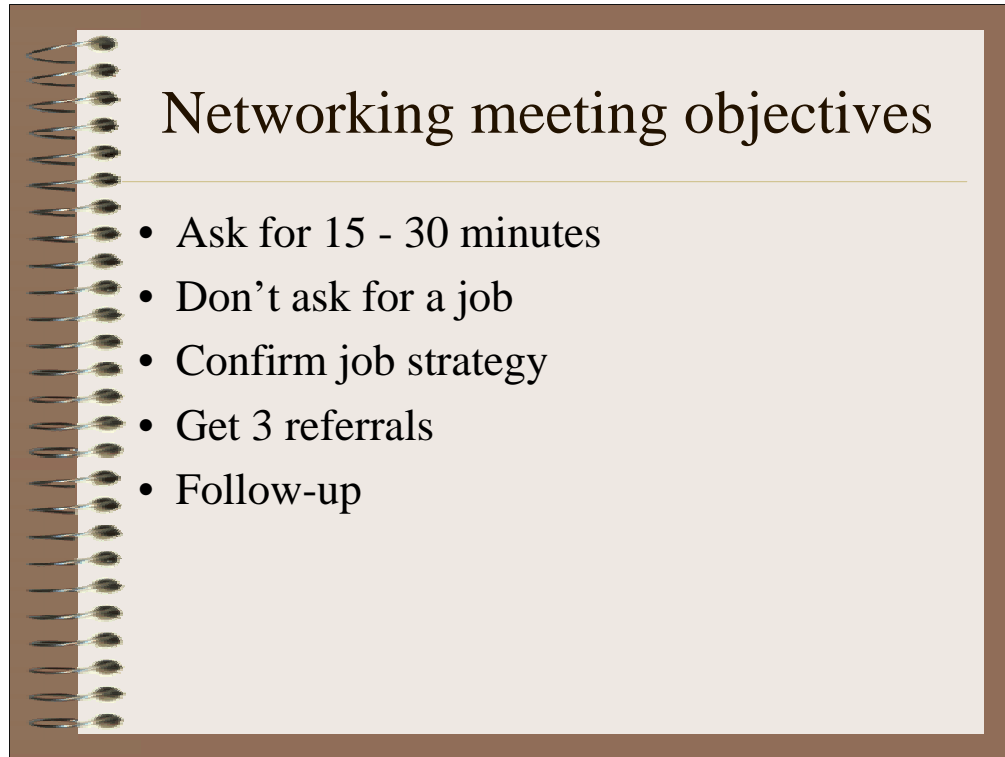
Volunteerism

Kid's school

Community association

Tap into other's networks

“Don't be afraid to ask for favors”



Again, be ready, and research

Go over the objectives of what you would like to accomplish with this person

REMEMBER that you are not there to ask for a job.

You're there to ask for advice.

Sample questions you could ask is

“How did you get into this field”

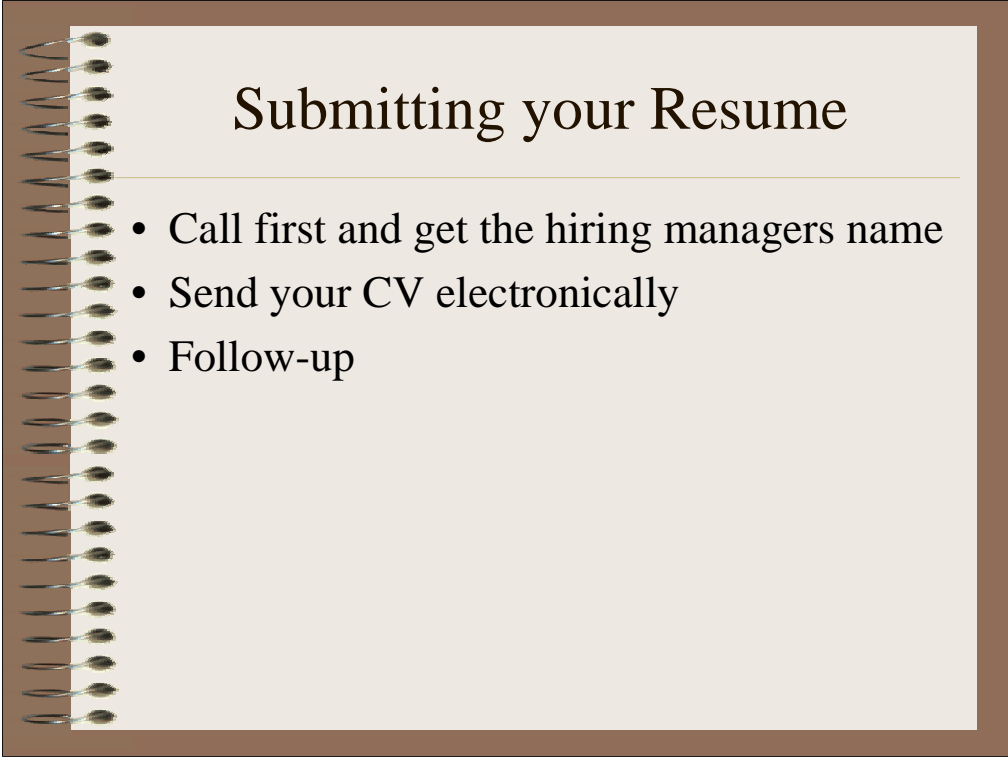
What type of training/education do you have”

Briefly explain your job strategy and ask their opinion or ask for suggestions

End with ‘Are there any other individuals you might suggest I speak to? Your goal should be to get 3 referrals per networking meeting. Remember, the person will be far more outright in referring you, if they don't think you're going to ask their contacts for a job.

What happens during this process now, is that they will remember you, and when something does come up, you're skills will be remembered etc.

Keep in touch with the person you met, especially by sending a thank-you, but even down the road. When you've landed an opportunity, send all your new networking contacts your new coordinates. You may be able to return the favor one day and “pay it forward”

A graphic of a spiral-bound notebook with a brown cover and a light beige page. The spiral binding is on the left side. The title 'Submitting your Resume' is centered at the top of the page, followed by a horizontal line and a bulleted list of three items.

Submitting your Resume

- Call first and get the hiring managers name
- Send your CV electronically
- Follow-up

Research, Research, Research

If following up by e-mail, re-send your CV so it's fresh in their face of what your skill set is. Not every company has a database that they can just bring your resume up.

If you don't get a response, call and find out where things stand, and get another date that would be appropriate for a subsequent follow-up.

Career Websites

- www.webfeet.com
- www.about.com/careers/
- www.adm.uwaterloo.ca/infocecs/CRC/manual-home.html
- www.careerjournal.com/
- www.jobhuntersbible.com/
- www.careerclick.com/generic/career_channels/career_channels.jsp
- http://www.hrdc-drhc.gc.ca/hrib/hrp-prh/pi-ip/career-carriere/english/index_e.shtml

These are a list of some of the not so familiar career websites that have a wealth of info

Jobhuntersbible is from the author of What colour is my parachute. This is a popular book revised annually with job search highlights.

Job sites

- www.jobsearchcanada.about.com
www.jobbus.com/
- www.emplois.gc.ca/it-ti/index_e.htm
- www.qajobs.net
- www.qalinks.com/Jobs/
- www.qa-jobs.com/

There are some more relevant QA job sites and different than
Monster, Workopolis, and aboutjobs.com

Research tools

- www.copernic.com
- www.ottawatechnology.com/
- www.ocri.ca
- www.ottawabusinessjournal.com
- www.ottawacitizen.com
- www.globeandmail.com
- www.nationalpost.com

We've talked a lot about Research tonight so I thought it only prudent to add my favorites.

Copernic is one of the best metasearch tools available. It searches a variety of the search engines, and portals. You can download the Basic version for free.

OCRI is a wealth of knowledge about upcoming network events.



Questions asked were:

Where does Sierra recruit from?

Answer: We have a lot of flow from resumes being referred by colleagues or clients. We have attended career fairs, and placed a large ad in the Citizen in late June. We also use Monster.Ca and in some specific cases, we use an agency.

Question:

I went to a search firm and the next day they posted a position that I matched the skill set for. Why didn't they choose me?

Answer:

It could be because your skill set didn't match exactly what the requirements were for. It also means that maybe you didn't get into their database before they put up the posting as two different people were working on things. It's important to keep following up with the search firms as well as employers and keep reminding them of what your skill set is

Question:

How can I find out what contracts are coming out in the government, and what companies are bidding on them?

Answer:

<http://www.merx.cebra.com/> gives you access to the contracts tendered by the Government. You can also produce a list of what companies have been approved