

HANDOUT 1: STEPS FOR RESUME BUILDING

SO WHAT? WHAT IMPACT DID THIS HAVE?

(Exercise 1)

Resume:

- Piece of paper that communicates/highlights what you have done but more importantly the impact you have made in your previous jobs, experiences that helped shape who you are, education and the life skills that you will bring forward into this new job.
- Your resume needs to be results-oriented.
- The question to ask yourself throughout its creation is – SO WHAT? OR WHAT IMPACT DID THIS HAVE?
- Process is about connecting the dots backwards, looking at everything and seeing how your life choices have brought you to where you are today.
- When creating your resume you write down all of your experiences, education, achievements and interest:

Experiences:

Activities: Have led or coached a team? Mentoring? Have you been part of creating the activities? What leadership role did you play? Teamwork?

School –Were you/are you part of a team: debate team, sports team, student counsel, committee, etc.? How did you contribute to the team?

Part-time work- Did/do you work one day a week as a stock person, in a restaurant or clothing store, do you babysit and have 'regular' clients? What did you do for them? Did you create a stocking system or process that helped with efficiencies (time or money)?

Volunteer – Did/do you give back in some way to a person, group or organization? How many years has have you been involved? What roles did you play? Did you travel abroad and be part of something bigger or perhaps part of We Day? Did you canvass or help raise money for a cause? Were you instrumental in fundraising? Did you do something special as part of your community hours?

Summer Camp Counselor - How many years have you been or were you a counselor? What roles did you take on- leadership, teamwork, mentoring? How did his role add value?

Political involvement – Do you belong to a party and have you been involved in their campaigning? Did you canvass door to door? Have you worked the polling stations and what role did you play.

Clubs/Extra curricular – What role did you play in these clubs and groups?

Previous co-op, intern or part-time work - in what way did you help create value to the larger picture for what you did?

These are just a few examples. Once you have listed all of his involvements it is time to put together a one-page (two maximum) resume.



HANDOUT 2: STEPS FOR CREATING YOUR STORY

(Exercise 2)

Two structures for storytelling:

- 1) Chronological structure
- 2) Inverted pyramid.

1. Chronological structure is just as it sounds it follows your life story through a sequence of timelines. Academia loves this approach and its probably one you know well.

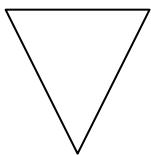
5 years- this experience happened
10 years- this experience happened
13 years- this experience happened
15 years- this experience happened
18 years- this experience happened

It is also used to describe how to do something – first you do this and then that and finally this. You often don't know the point of the story or impact until the end when you reveal the important point.

Ex. If someone asked me to describe something in my life that challenged me, my answer might be:

“When I was 14 years old I decided to be an au pair and take care of two children for the summer in the north of France. I flew down and was met by my father's accountant's brother's friend and he took me to meet the family. I stayed for two months. It was a challenge because I only had two years of French behind me and it was far away from my family. I knew I would be alone for the whole summer. Even though I didn't like the wife, I didn't quit and fulfilled my obligation. I was proud of my decision and the fact that I learned to be fairly fluent in French. I also like that I met some really nice people.”

2. inverted pyramid structure



This is the way journalists write. A reporter will begin with the most important point as the lead and as the story progresses its content will become less important. Movies do this when they begin with the end and then flashback to share what brought you to this point.

Using this structure and the above example I would answer the same question like this:

“I love adventure and so decided to be an au pair in the north of France for the summer, taking care of two small children, even though I only had two years of French behind me. It was scary being away from my family for two months in a foreign country but I did it. I fulfilled my obligation and came home fairly fluent.”

Once you choose your structure you can create your one-minute, three and five-minute stories. Each length has its value and place. In an initial interview you will likely use the one-minute or three-minute version.

This skill can also be used for our school presentations.



HANDOUT 3: WHAT DO I LIKE – JOB, INDUSTRY, & CORPORATE CULTURE

(Exercise 3)

Here are some questions you'll want to consider when making your list:

1. Do you have a car available to you so you can work anywhere, or do you need your employer to be on the transit line to get to work?
2. How much travel time are you willing to take on for this job?
3. Do you need to make a certain minimum amount of money to be able to pay for your expenses or save for post-secondary education?
4. Are you someone who like to stay put and work from a cubicle or would that make you feel confined and fidgety? Do you prefer a job that allows you more freedom and flexibility?
5. Do you like to work with your hands?
6. Do you like children and working with children?
7. Do you have an accreditation for lifeguarding, swimming, and/or teaching?
8. Is having a job with flexibility important? For example can work from home sometimes. Data entry might be an option. Do you need to be available for your parent to pick up a sibling?
9. Do you prefer to work for a small, medium-sized or large company? Can you work in an office of five people or do you prefer a busy office with different departments?
10. Do you prefer to work with more men than women or vice versa or is it irrelevant?
11. Do you prefer government, non-profit, or a profit company?
12. Do you want to work for a company that gives back and makes a difference? One that is socially conscious?
13. Do you need to align with the mission, vision and corporate culture of the company?

BE HONEST IN THIS PROCESS



2BEMPOWERED INC.

Career Cruising

<p style="text-align: center;">What I want & like WHAT'S IMPORTANT</p> <ul style="list-style-type: none">• I want to work with children• I like to work outdoors• It has to be accessible by city transportation (train, bus, etc.)• Must align with their mission and vision – 'they walk the walk'• A laid-back environment with little structure and guidelines• For-profit	<p style="text-align: center;">What I don't want & like WHAT'S NOT IMPORTANT</p> <ul style="list-style-type: none">• I am working alone• Not on the subway line or easily accessible by transit• No flexibility
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<p style="text-align: center;">What I want & like WHAT'S IMPORTANT</p>	<p style="text-align: center;">What I don't want & like WHAT'S NOT IMPORTANT</p>
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HANDOUT 4: PERSONAL CONNECTIONS

Action Stage

Who can you turn to/connections:

- Parents/guardians/relatives
- Coaches (present and former)
- Mentors (a previous teacher)
- Guidance counselor
- Teams/groups/interest groups – people you interact with
- Religious groups/organizations – if have a close relationship with one of the people
- Part-time work – who you worked for/with
- Co-op programs – people you worked with
- People you volunteered for/with
- Political connections
- Your hairdresser
- People from the gym
- Online chatrooms/groups/clubs/social media

MAKE A LIST

Sit down with as many of these people as possible. I suggest calling or sit face-to-face with each one. Explain exactly what you are looking for to see if they know anyone in a certain industry and/or company. If they don't they might know someone who does. The value of networking and building and maintaining strong relationships is that when a person opens a door for you it gives you instant credibility. Even if the person connects you with someone via email you immediately have a rapport with this new contact.

Before you call anyone I suggest you write down in three or four sentences clearly what you want to say. As you saw with the previous exercise you might think you are being clear and concise but in fact you are not. Before calling run your sentences by someone you trust who will be honest and help you tweak if need be.



HANDOUT 5: INFORMATIONAL INTERVIEWS
CREATING CONNECTIONS – ACTIONS STAGE

Look at the following:

- Magazines (Financial Post Magazine)
- Newspapers – Best Managed Companies or Recognition for best corporate culture
- Online and identify a company or organization in an industry in your local area (the radius will depend on how far you want to travel for work). Their website will often provide an employee list.

Process:

- Try and meet with the most senior person in your area of interest; for example, Snr VP of marketing.
- Call up the company through their main desk and ask to speak to the VP or senior person. The operator/main switchboard will give you their name (and correct spelling) and proper title. Often you will be directed to their personal assistant or executive assistant. This may take a few attempts.
- When reach the person ask for a 15-minute informational interview. You may need to be persistent without being rude. The executive assistant can end up being very helpful and assist you by getting you in the door.
- Create a clear and concise purpose for the informational interview.
For example, "Hello, my name is I am student calling because I am interested in pursuing XX area of work for my future. I see that your company /organization is quite successful in this area and I would like the opportunity to sit down with the VP (find the most senior level and in the specific area of a company/organization) to ask some questions about your industry and company to find out more about it. I also want to understand what requirements I will need to enter this industry and ultimately get a job. I want to ensure I have the right courses for my post-secondary education." [Note: Keep in mind this is NOT a job interview. It is only for the purposes of information. HOWEVER, you don't know where this can lead.]
- Set up appointment – meeting time and place (make sure you call a day before to assistant to confirm appointment)
- Meet: The key to success is going in prepared with intelligent questions, being professional both in dress and in respecting this person's time. Listen! Ask if you can take notes. Be prepared with questions from this person such as, "What interests you about this area of work or the company?" Ask your parents or someone your trust to help you research this company. A good company has a lot of information available on their website. Know the mission and vision of the company.

From your informational conversation you may find that the senior person really likes your personality and tenacity and offer to help you. You might decide after this meeting that this is the perfect industry for you or you may find that this is not the industry for you at all. It may determine which program and school you apply to.

At the end you will want to thank this person. I suggest sending a hand-written thank you note as emails get deleted, lost or go into spam. This way you leave your mark. Before you leave, ask if you can stay in touch. This will leave the door open. You can also say how impressed you are with the company (if you are) and would like the opportunity to intern for a few weeks in the summer. This person may not know the availabilities however he can certainly guide you to the right person/department. You have just expanded your network and have a senior name to share with others.



HANDOUT 6: INTERVIEW
USING EFFECTIVE COMMUNICATION & NETWORKING

QUESTION: WHEN DOES THE INTERVIEW BEGIN?

The interview begins the second you walk in the door.

- Show up a five minutes early – ‘communicates’ you care, are interested, respectful of their time and yours, interested in the job
- Are you dressed appropriately for the corporate culture?
- Are you relaxed?
- Are you on your phone?
- Did you greet the receptionist?
- Are you slumped against your seat or are you sitting straight up?
- Are you looking around and smiling at others or are your eyes shifting downward avoiding people?

You do not know who is part of the interview process so be aware of your surroundings.

When it comes to the actual interview you will bring forward the three life skills:

- Effective communication and active listening
- Story telling
- Building relationship

You may not get the position however by leaving a strong impression you keep the door open for potentially doing your community hours and/or a summer job next summer.

If you find you connect well with an interviewer and do not get the job ask if you can stay in touch – email or phone, ask the person how often you can reach out to him – once a week/once a month. You may find they will hire you for the following summer.

Looking for summer work is a full time job. It takes perseverance, tenacity, strength and courage to not give up, a lot of NOs and just one yes.

